

Ecommerce SEO The Definitive Guide

What is Ecommerce SEO? Ecommerce SEO is the process of optimizing your online store to rank higher in search engine results. This means that when someone searches for a product or service you sell, your website appears at the top of the results. This is important because the top results in search engines receive the most traffic. In this guide, we will cover everything you need to know about Ecommerce SEO, from the basics to advanced techniques. We will also provide you with a checklist of Ecommerce SEO tasks to help you get started.

Why SEO Matters for Ecommerce Websites

Let's quickly look at some interesting stats...

44% of people start their online shopping journey with a Google search ([nChannel](#)).

37.5% of all traffic to ecommerce sites comes from search engines (SEMrush).

23.6% of ecommerce orders are directly tied to organic traffic (Business Insider).

With that, let's dive into the actionable strategies in today's guide.

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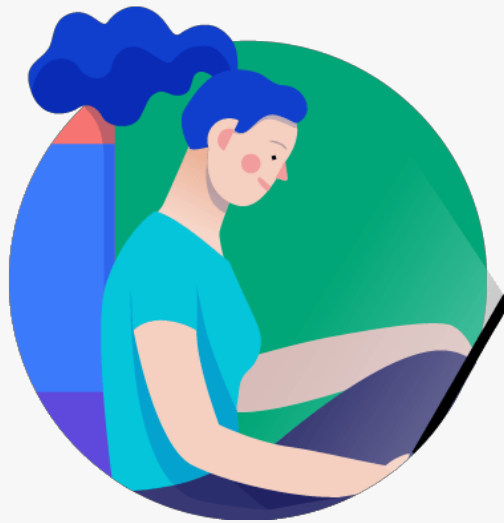
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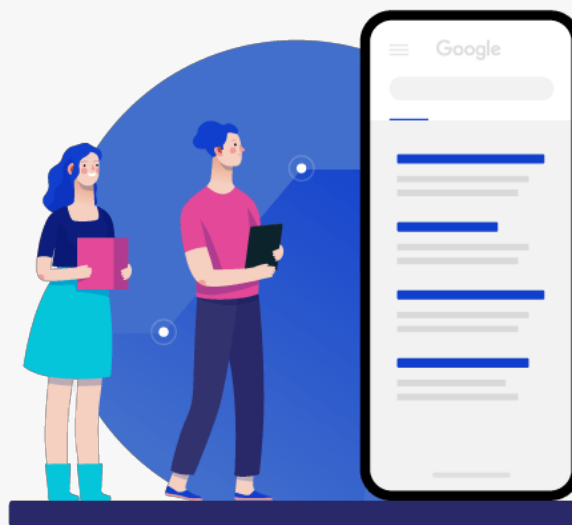
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CHAPTER 6

Ecommerce Keyword Research

Keyword research is the foundation of every ecommerce SEO campaign. But why?

Because keyword research informs every other SEO-related task you do on your website.

(For example, without keywords, it's impossible to optimize your product and category pages.)

Believe it or not, but your list of keywords influences your actual SEO too. That's because your site architecture and URLs need to take keywords into account.

How To Find Keywords For Ecommerce Product and Keyword Pages

Most keyword research tutorials focus on “informational keywords”.

These are keywords that people type into search engines to discover helpful “how-to” content.

(Like “How to make pour over coffee”)

While informational keywords have their place in ecommerce, the majority of your site’s keywords will be tailored around **product searches**.

(Like “Chemex coffee filters”)

That means that you need to tackle keyword research with product-focused keywords in mind.

Here’s exactly how to do it:

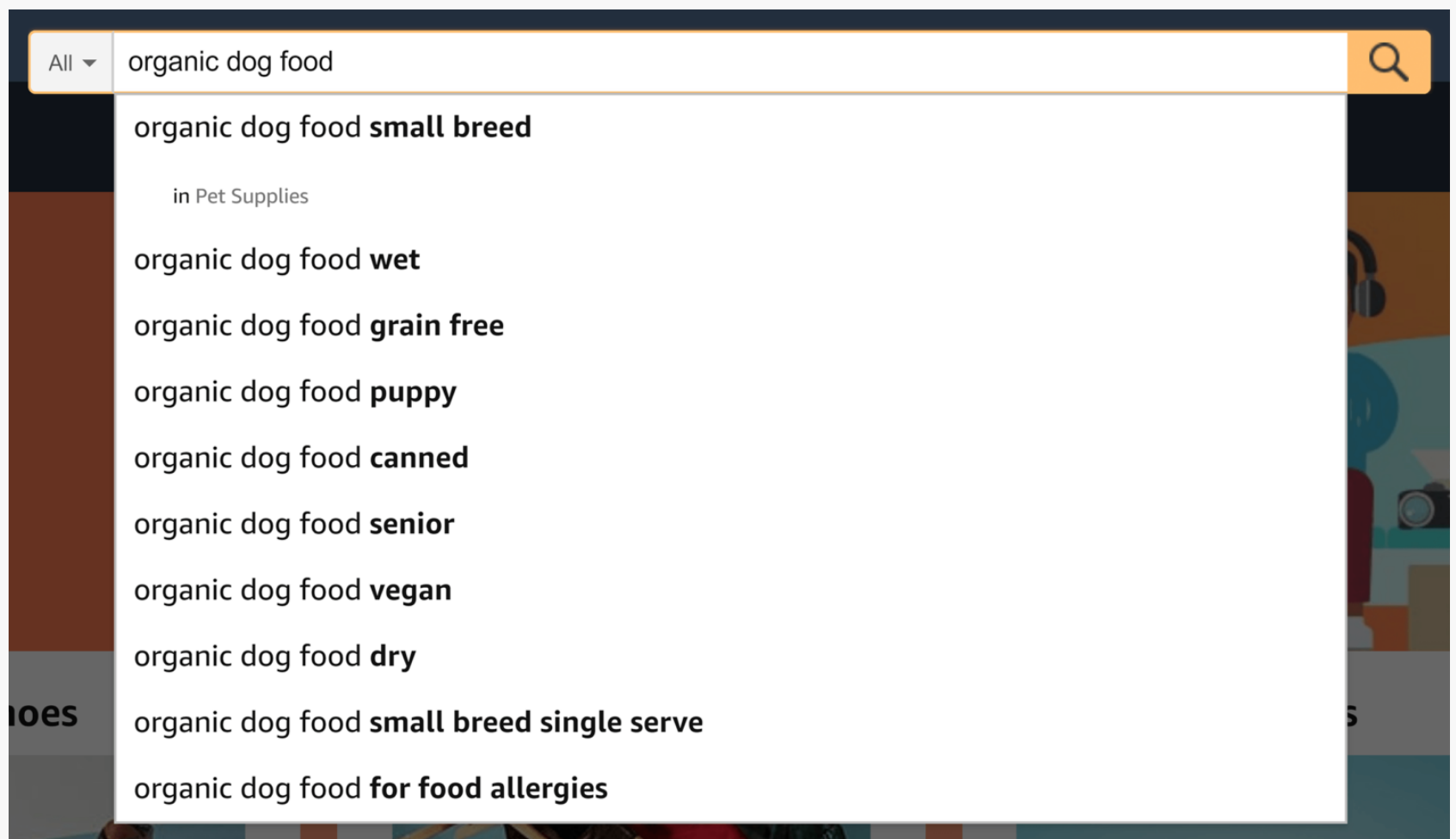
Amazon Suggest

Yes, Amazon is probably your competitor. But it's also the biggest ecommerce site online... which makes Amazon a product keyword goldmine.

Here's how to tap into Amazon for keyword research:

First, head over to Amazon and enter a keyword that describes one of your products.

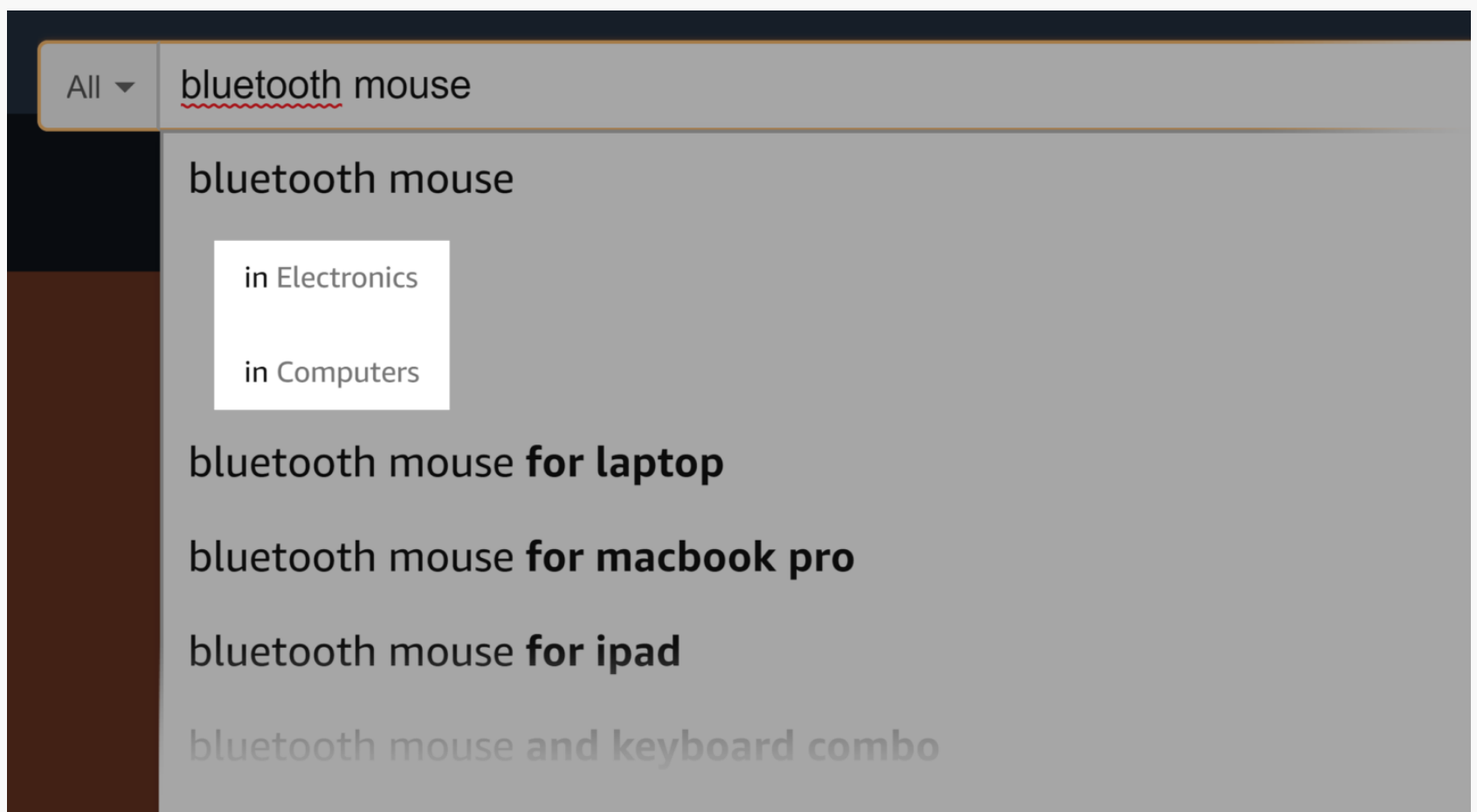
When you do, Amazon will list suggestions around that keyword.



The keywords Amazon suggests tend to be very targeted (also known as **long tail keywords**). Not only do long tail keywords tend to convert better than shorter terms, but they're usually less competitive too.

Rinse and repeat for the most important products on your site.

Pro Tip: Amazon will sometimes suggest categories above the keyword suggestions. These make great keywords to use for category pages.



Keyword Tool Dominator

Keyword Tool Dominator is a nifty **keyword tool** that scrapes Amazon's search suggestions.

To use it, just enter a seed keyword into the tool:

And it will spit out dozens of keyword suggestions.

Yup, this tool makes finding long tail keywords from Amazon Suggest significantly faster. But in my experience it gives you more keyword ideas too.

For example, when I used the keyword “organic dog food”, Amazon suggest gave me 8 keyword ideas. The tool spit out 49.

To keep things organized, you can save the best keywords to a list.

Before we leave Amazon, it's time to use one more feature on the site that's a goldmine for category page keywords.

Amazon (and Competitor) Categories

As someone that's consulted for **dozens** of ecommerce businesses, I can tell you firsthand that lots of ecommerce site owners optimize their category pages around random keywords.

Sure, they'll put *some* thought into what their customers might use to find products in that category. But the keywords they use tend to be, let's just say...less than ideal.

This is a HUGE mistake. While category pages may not convert as well as product pages, they still generate sales. So it makes sense to spend time finding keywords for your category pages.

And the best way to do that?

Look at the categories your competitors already use.

If you're competing against Amazon, hover over the "Departments" button at the top of the homepage. This will list out Amazon's main categories.

These are probably too broad for your site. So click on any that make sense so you can see that department's **subcategories**:

Now we're talking.

You can also hit up Amazon's list of departments.

This will show you all of Amazon's departments (and subcategories) on a single page.

Now it's time to dig deep through the list and find category-focused keywords that match what your site sells.

For example, let's say your site sells healthy dog food.

You'd go to the "Pet supplies" category:



Pet supplies

Dogs

Cats

Fish & Aquatic Pets

Birds

Horses

Reptiles & Amphibians

Small Animals

Then click on “dogs”.



Pet supplies

Dogs

Cats

Fish & Aquatic Pets

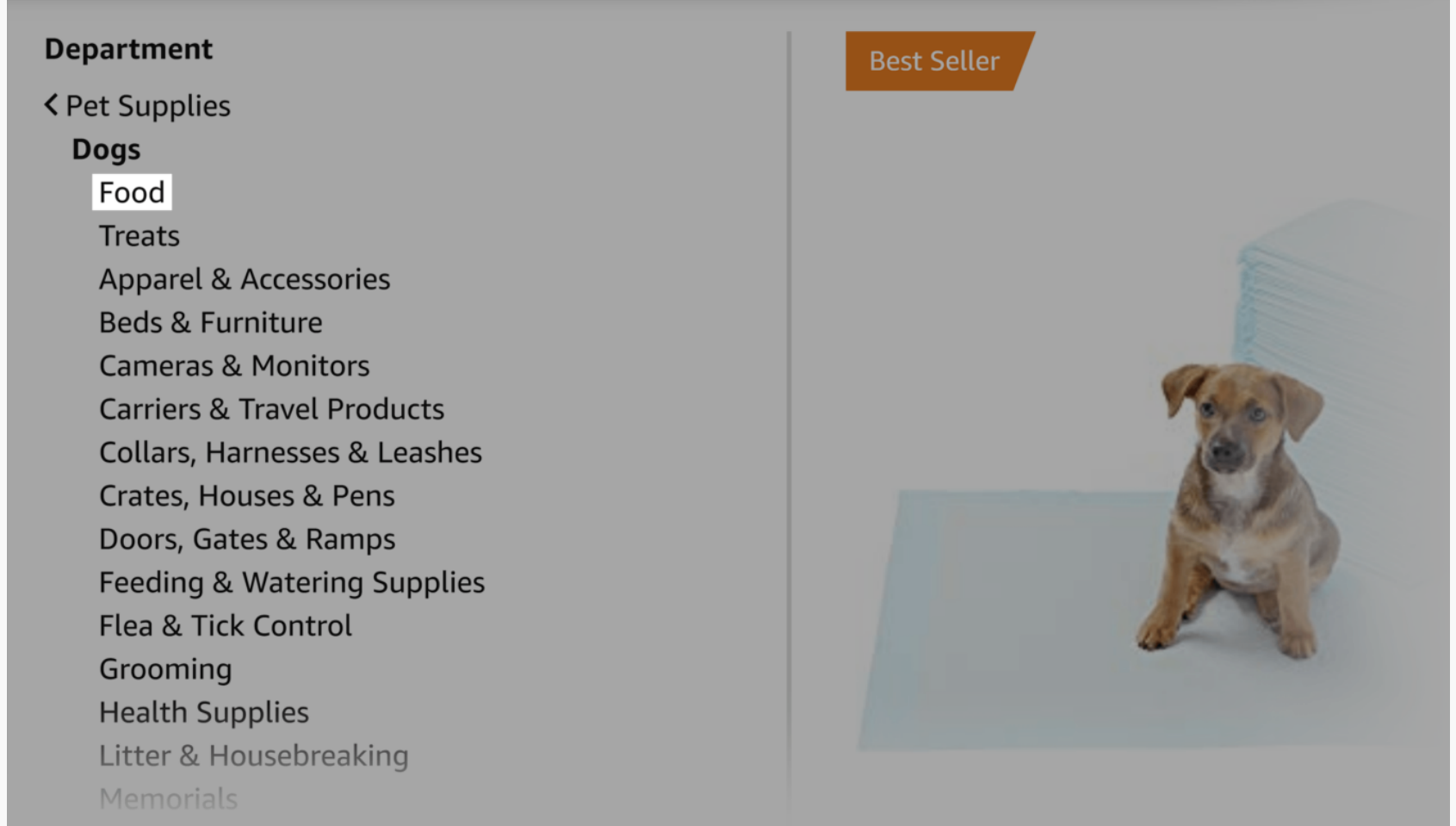
Birds

Horses

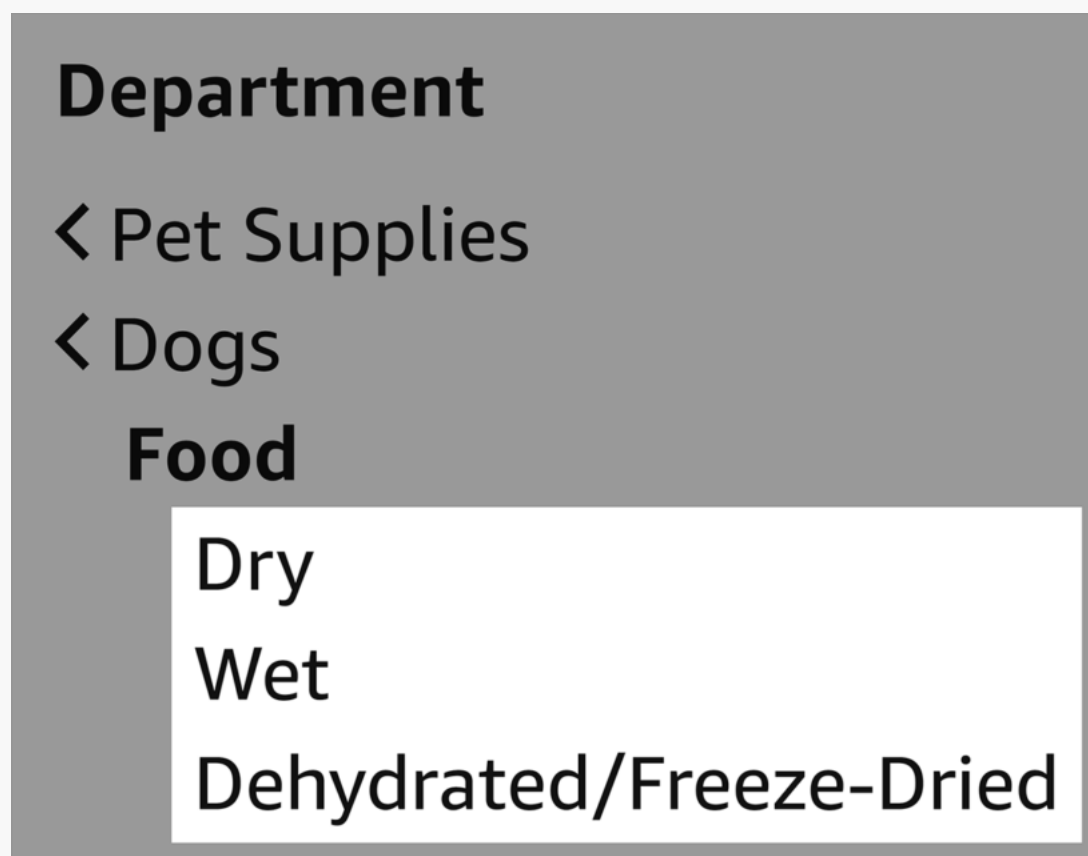
Reptiles & Amphibians

Small Animals

Then choose “food” from the list:



And Amazon will show you keywords they use to describe their dog food-related categories in the sidebar:



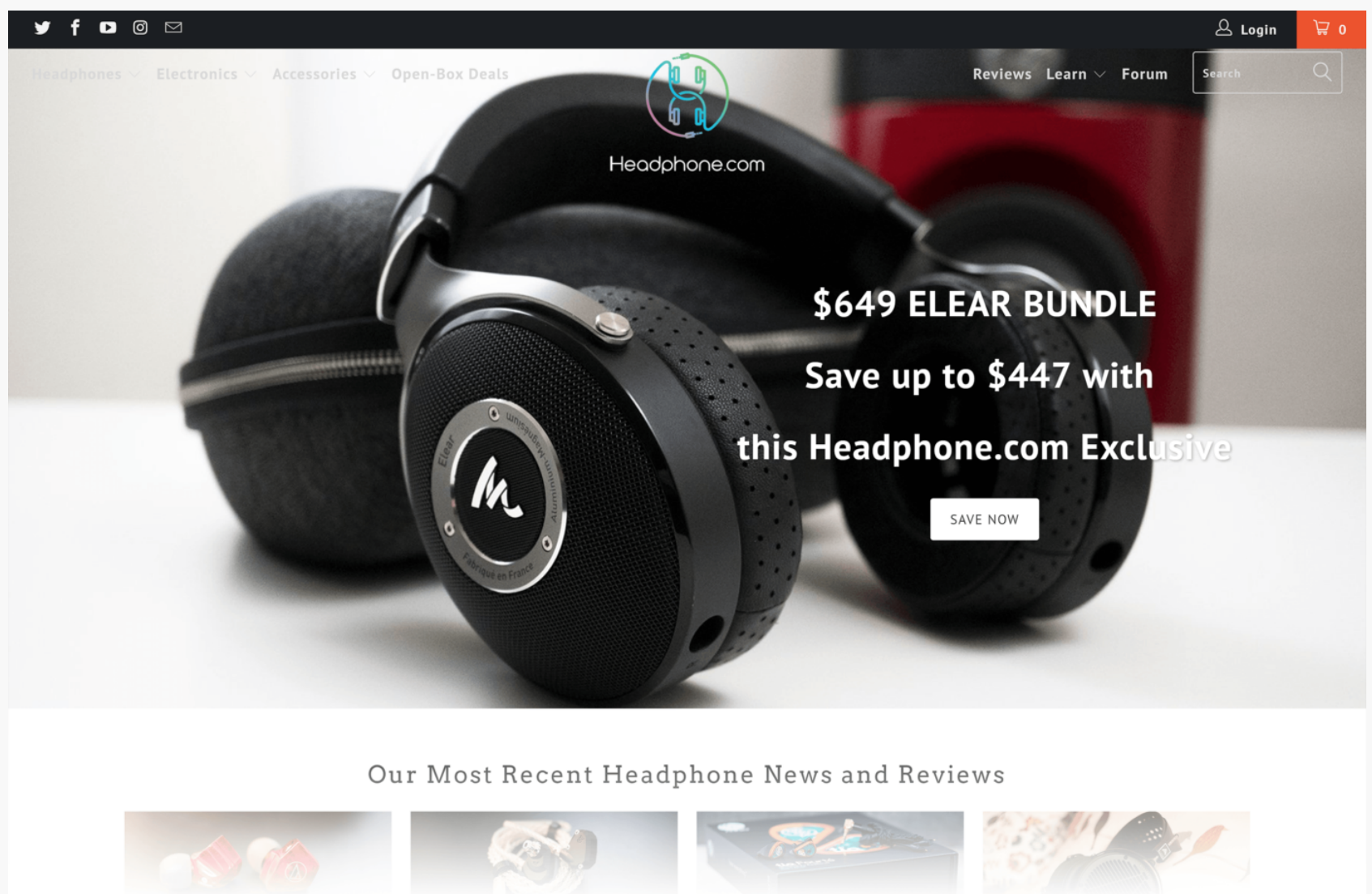
These are all GREAT keywords to consider using for your dog food ecommerce category pages.

Pro Tip: If your category is unique in some way, make sure to include that unique feature in your keyword. For example, you could turn the Amazon keyword “dry dog food” into “healthy dry dog food” or “raw dry dog food”. These keywords are going to be less competitive and more targeted than the broad versions of those terms.

Amazon is a great resource for finding category page keywords. But it's far from the only place you can find category page keywords that your customers search for every day.

That's why I also recommend taking a look at the keywords that your industry competitors use to describe their categories.

So if your ecommerce site sells high-end headphones, you'd want to head to [Headphone.com](https://headphone.com).



The screenshot shows the homepage of Headphone.com. At the top, there is a navigation bar with social media icons (Twitter, Facebook, YouTube, Instagram, Email) on the left, a 'Login' button with a user icon, and a shopping cart icon showing '0' items on the right. Below the navigation bar, there are category links: 'Headphones', 'Electronics', 'Accessories', and 'Open-Box Deals'. The main header area features the Headphone.com logo, which is a stylized 'H' with a green and blue circular design. Below the logo, the text 'Headphone.com' is displayed. The main visual is a large image of a pair of black Elear headphones with a silver accent on the ear cup. Overlaid on the right side of the headphones is a promotional banner that reads: '\$649 ELEAR BUNDLE', 'Save up to \$447 with', and 'this Headphone.com Exclusive'. Below this text is a white button with the text 'SAVE NOW'. At the bottom of the page, there is a section titled 'Our Most Recent Headphone News and Reviews' which contains four small thumbnail images: a pair of red and white headphones, a close-up of a headphone jack, a box of headphones, and a pair of headphones with a microphone.

And just like you did with Amazon, look at the terms they optimize their category pages around.

And add those keywords to your list.

Wikipedia

Wikipedia is one of the BEST places to find keyword for product and category pages.

Here's why:

Just like with category pages on your ecommerce competitor sites, Wikipedia organizes things by keywords and categories. In other words: they've done the hard work for you!

Let's look at an example of how you can use Wikipedia for ecommerce keyword research.

First, enter a keyword that describes a product or category your site sells:

Then scan the Wikipedia entry for words and phrases that make sense for the products you have on your site:

Backpack

From Wikipedia, the free encyclopedia

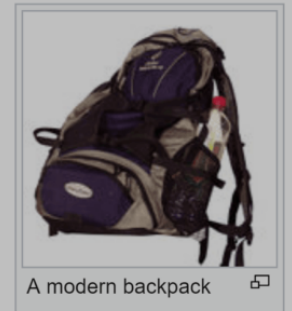
For other uses, see [Backpack \(disambiguation\)](#).

"Knapsack" redirects here. For other uses, see [Knapsack \(disambiguation\)](#).

A **backpack**—also called **bookbag**, **knapsack**, **rucksack**, **rucksac**, **pack**, **sackpack** or **backsack**—is, in its simplest frameless form, a cloth sack carried on one's back and secured with two straps that go over the shoulders, but it can have an external frame, internal frame, and there are **bodypacks**.

Backpacks are commonly used by [hikers](#) and [students](#), and are often preferred to [handbags](#) for carrying heavy loads or carrying any sort of equipment, because of the limited capacity to carry heavy weights for long periods of time in the hands.

Large backpacks, used to carry loads over 10 kilograms (22 lb), as well as smaller **sports backpacks** (e.g. **running**, **cycling**, **hiking** and **hydration**), usually offload the largest part (up to about 90%) of their weight onto **padded hip belts**, leaving the **shoulder straps** mainly for stabilising the load. This improves the potential to carry heavy loads, as the hips are stronger than the shoulders, and also increases agility and balance, since the load rides nearer the wearer's own center of [mass](#).



Make sure to take a look at the contents box. These can sometimes reveal excellent category page keywords.

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Once you've exhausted Wikipedia's keyword suggestions, it's time to move onto one of my favorite keyword research tools: [SEMrush](#).

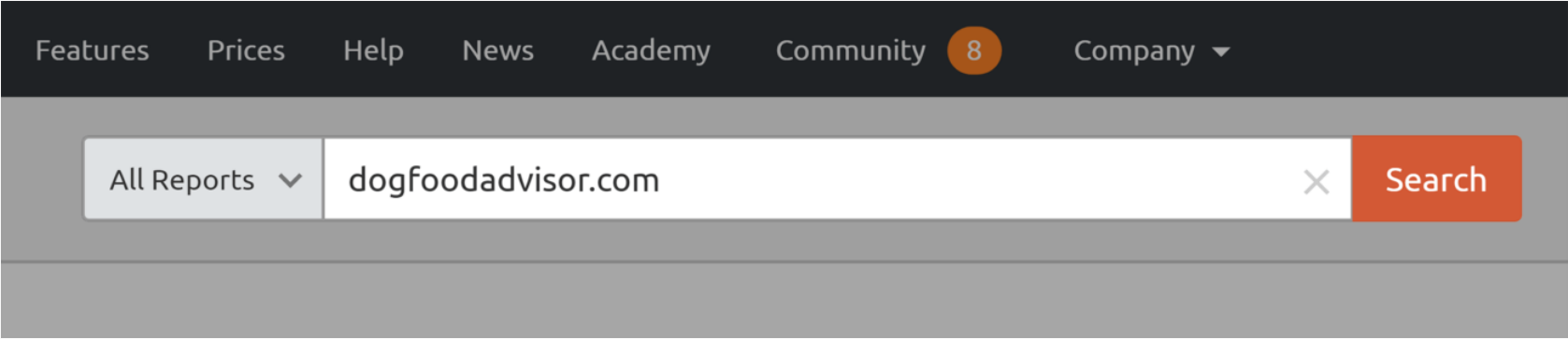
SEMrush

The strategies I outlined so far should have helped you get a hefty list of keyword ideas.

But SEMRush is a little bit different. SEMrush doesn't generate new keyword ideas based on seed keywords. Instead, it shows you keywords that your competition already ranks for.

Let’s take a look at how you can use this tool to find keywords for your ecommerce site.

First, enter a competitor into SEMrush’s search field:

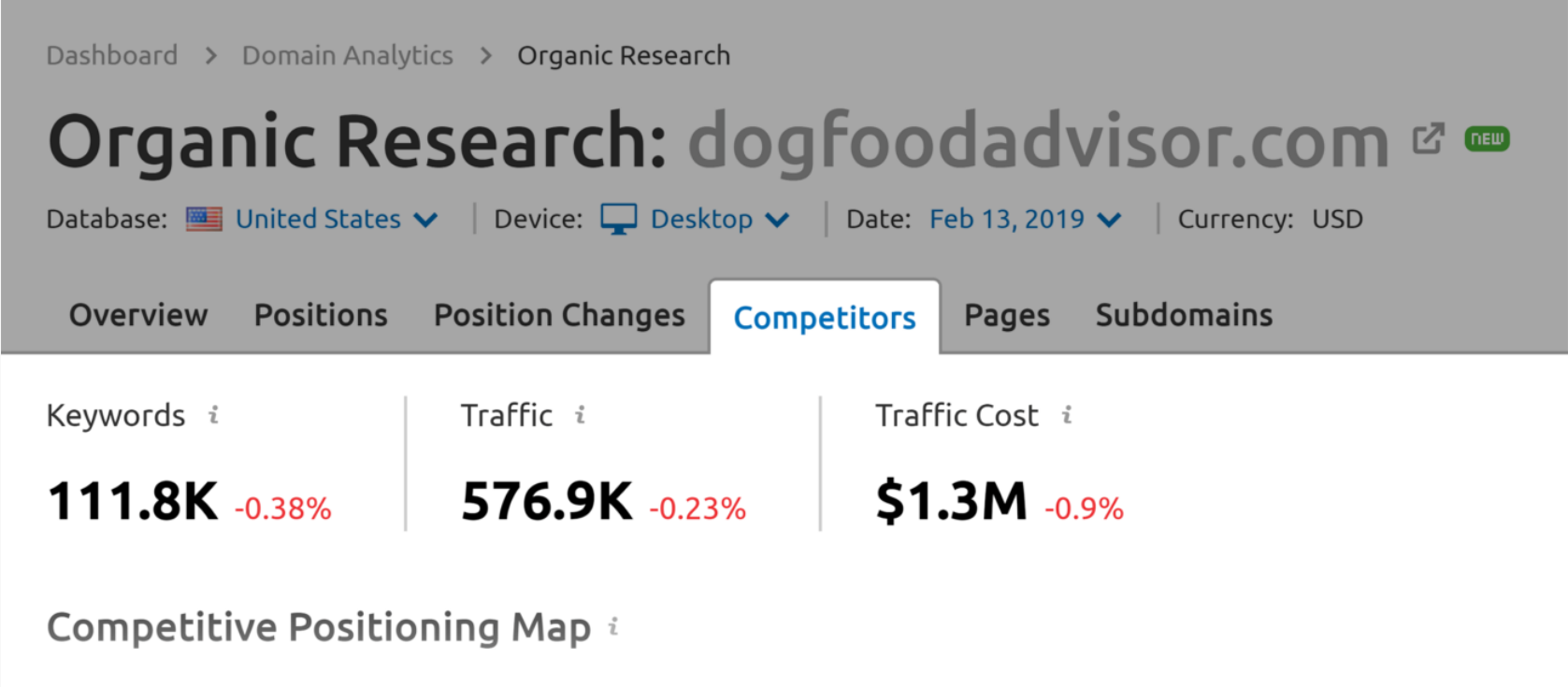


Then click “organic research” in the sidebar:

This will show you all of the keywords that your competitor ranks for:

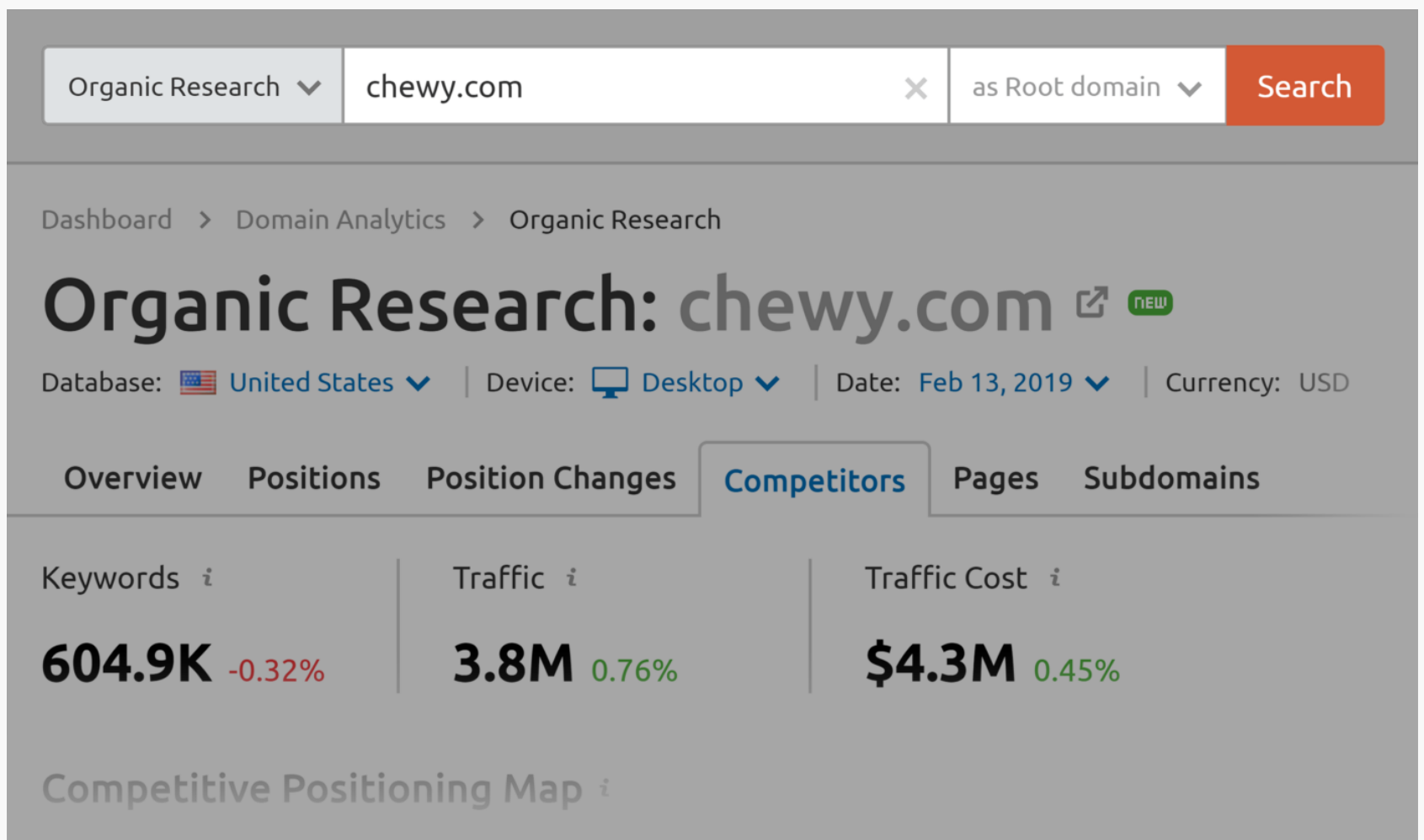
Nice!

If you want to squeeze every keyword out of SEMrush, check out the “competitors” report:



SEMrush will show you sites that are similar to the one you’re looking at.

Repeat this process with the competitors you just found.



This should give you enough keywords to last you until 2037.

Google Keyword Planner

Last but not least we have the good ol' [Google Keyword Planner](#).

Even though the GKP is a halfway decent keyword tool, it's not very good at generating unique keyword ideas.

For example, if you enter a category page keyword like “organic dog food” into the GKP, it spits out super-close variations of that term:

That said, if you do some digging, you can find some gems that aren't straight-up variations of the keyword you just typed in.

Because the Google Keyword Planner doesn't generate a lot of unique keywords, I recommend using it to check search volume and

commercial intent.

Which leads us to our next step...

How to Choose Keywords for Ecommerce Product and Category Pages

Now that you have a list of potential keywords in-hand, you're probably wondering:

Which keywords should I choose?

The answer? Use this 4-step checklist to identify the best keywords for your ecommerce site.

#1 Search Volume

This is (by far) the most important metric when evaluating a search term.

After all:

If no one searches for that keyword, it doesn't really matter how well it converts or how competitive Google's first page happens to be.

That said, there's no way for me to give you specific search volume recommendations. In some industries, 100 searches per month is A LOT. In others, 10k monthly searches is nothing.

Over time you'll get an idea of what a "high volume" and "low volume" keyword is for your industry.

To find the search volume for a given keyword, just pop it into the GKP. You'll find the number of searches in the "Avg. monthly searches" column.

Pro Tip: Some keywords have HUGE seasonal variations. You're obviously going to get more searches for "ugly Christmas sweaters" in December than in June. But there are lots of non-seasonal keywords that have peaks and valleys throughout the year. For example, the keyword "organic dog food brands" gets 4x more searches in April than December.

Why? Who knows. But it's an important thing to note as these fluctuations can directly impact your bottom line.

To quickly see how search volume changes throughout the year, type your keyword into [KWFinder](#). And it'll show you a nifty chart with month-to-month search volume info.

#2 Keyword-Product Fit

This is a big one. Let's say you find a keyword that gets tons of searches. It must be a winner right?

Well...not really.

That’s because the keyword may not be a perfect fit well with what your site sells.

If the keyword you pick is even *a little bit* of a stretch compared to what you have for sale on your ecommerce site, people that search for that term aren’t going to convert.

So before you move onto the next two stages in this process, double-check that the keyword you’re considering fits your site like a glove.

For example, let’s say your site sells Japanese green tea bags. And you come across a keyword like “matcha green tea powder”.

Your search term			
☐	matcha green tea powder	8,100 	High

Even though you don’t sell green tea powder (only tea bags), you *might* be able to create a category page around this term... and convert those searchers to what your site actually sells.

But it’s tricky to pull off. That’s why I recommend stretching into other product categories AFTER you exhaust keywords that your target customers search for.

Even though the keyword may get fewer searches, I recommend choosing a keyword that’s much more targeted to your business, like “green tea online”.

Your search term			
☐	green tea online	70 	High

Now that you’ve got a list of keywords that people search for (and fit well with your site’s products) it’s time to see if these searchers are ready to whip out their credit card and make a purchase.

#3: Commercial Intent

Ranking #1 for a high-volume keyword? Awesome.

Ranking #1 for a high-volume keyword that tire-kickers search for? Less awesome.

So before you decide on a keyword, take a second to see if people using that keyword are ballers ...or broke browsers.

Fortunately, this is super-easy to do using the Google Keyword Planner.

First, check out the keyword’s “Competition” rating.

☐ Keyword (by relevance)	Avg. monthly searches	Competition	Ad impres
Your search term			
☐ green tea	90,500 	High	
Idea			
☐ matcha tea	60,500 	High	
☐ green tea extract	18,100 	High	
☐ oolong tea	60,500 	High	
☐ matcha green tea	33,100 	High	
☐ benefits of green tea	74,000 	Low	
☐ white tea	22,200 	High	

“Competition” reflects how many people bid on that keyword in Google Ads. In general, if a lot of people are bidding on a keyword, there’s money to be made. That’s why, when it comes to ecommerce SEO, I recommend sticking with “medium” and “high” competition keywords.

You also want to take a look at “Top of Page Bid”.

Top of Page Bid is how much people tend to spend on a single click in Google Ads. And when it comes to sizing up commercial intent, the higher the suggested bid, the better.

Obviously, keywords with high suggested bids are also more competitive to rank for in Google search. But we’ll cover that in the next section.

For now, check out the Top of Page Bid for the keywords on your list.

And note how certain words and phrases that suggest “I’m ready to buy!” impact the estimated bid.

As you can see in this example, the keyword “Japanese green tea” has a suggested bid of \$2.20.

That’s because many people searching for that keyword probably aren’t ready to make a purchase. They might be looking up the definition. Or they might be curious about the health benefits of green tea.

On the other hand, a similar keyword like “buy green tea online” has a suggested bid that’s 2.4x higher.

#4 Competition

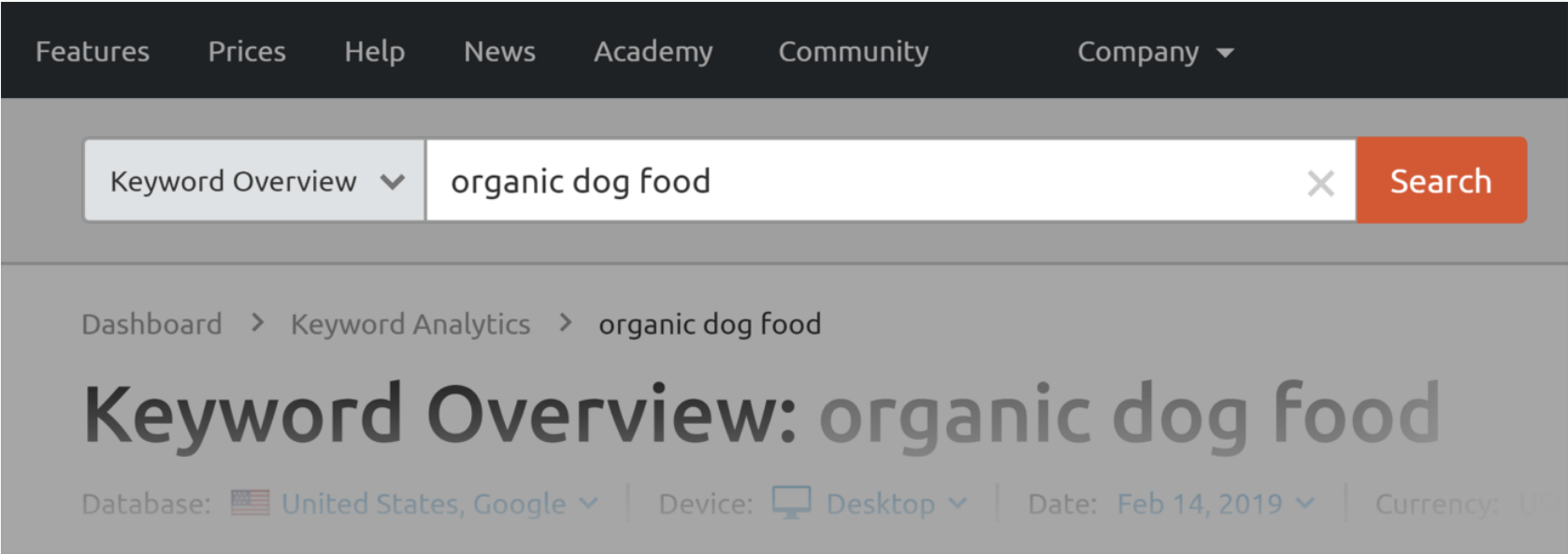
Finally, it's time to see how hard it'll be to crack Google's first page.

Here's how:

SEMrush's "Keyword Difficulty"

This metric gives you an idea of how competitive a given keyword is to rank for.

You can find a keyword's difficulty in SEMrush by entering a keyword into the search field...



...clicking on "Keyword Difficulty" in the sidebar...

And then looking at the "Difficulty %" column.

Keyword	Difficulty, %	Volume	Results	Site links	Knowledge panel
organic dog food	55.96	4,400	281,000,000		

The higher that number, the harder it is to rank for that keyword in Google.

Keyword Targeting and Page Optimization

Here's where you see if the sites ranking in the top 10 are optimized around that keyword.

Why is this important?

If the pages in the top 10 are only semi-related to that keyword, you can sometimes outrank them with a highly-targeted page.

For example:

If you search for “bamboo cutting board with handle”, you'll notice that some of the results **aren't** optimized around this specific term:

In other words: most people searching for this keyword are probably wondering: “Where da handle at?”.

So if you optimize one of your ecommerce category pages around the keyword “bamboo cutting board with handle”, you'll have a good shot of cracking the top 10.

Pro Tip: Exact keyword targeting isn't as important as it once was (thanks to [Google Hummingbird](#)). However, if you optimize your page around a super-specific keyword, it gives you an edge over pages that aren't perfectly optimized.

Now that you have a list of keywords that get searched for, have little competition, AND are likely to turn into buyers, it's time to set up and optimize your ecommerce site architecture.

The Two “Golden Rules” of ecommerce Site Architecture

There are two important rules to keep in mind when it comes to setting up your ecommerce site's structure:

Golden Rule #1: Keep things simple and scalable

Golden Rule #2: Keep every page three (or fewer) clicks from your homepage

I'll have more details on these two rules in a minute.

But first, let's look at an example of how the wrong site architecture can hurt your SEO efforts...

Example of How NOT to Setup Your Ecommerce Site's Architecture

Here's an example of a site architecture that breaks the Two Golden rules:

What's wrong with this picture?

First, it's **not simple**. It's hard to understand the logic of what goes where.

Second, it's **not scalable**. Every time you want to add a new category, you need to create a new layer... and reorganize your existing categories and subcategories.

But it's also way **too deep**.

Most of the links that point to ecommerce sites point to their homepage.

And when you have a “deep” site architecture, that authority is diluted by the time it reaches your product and category pages.

In this example it takes six clicks to reach the first product page.

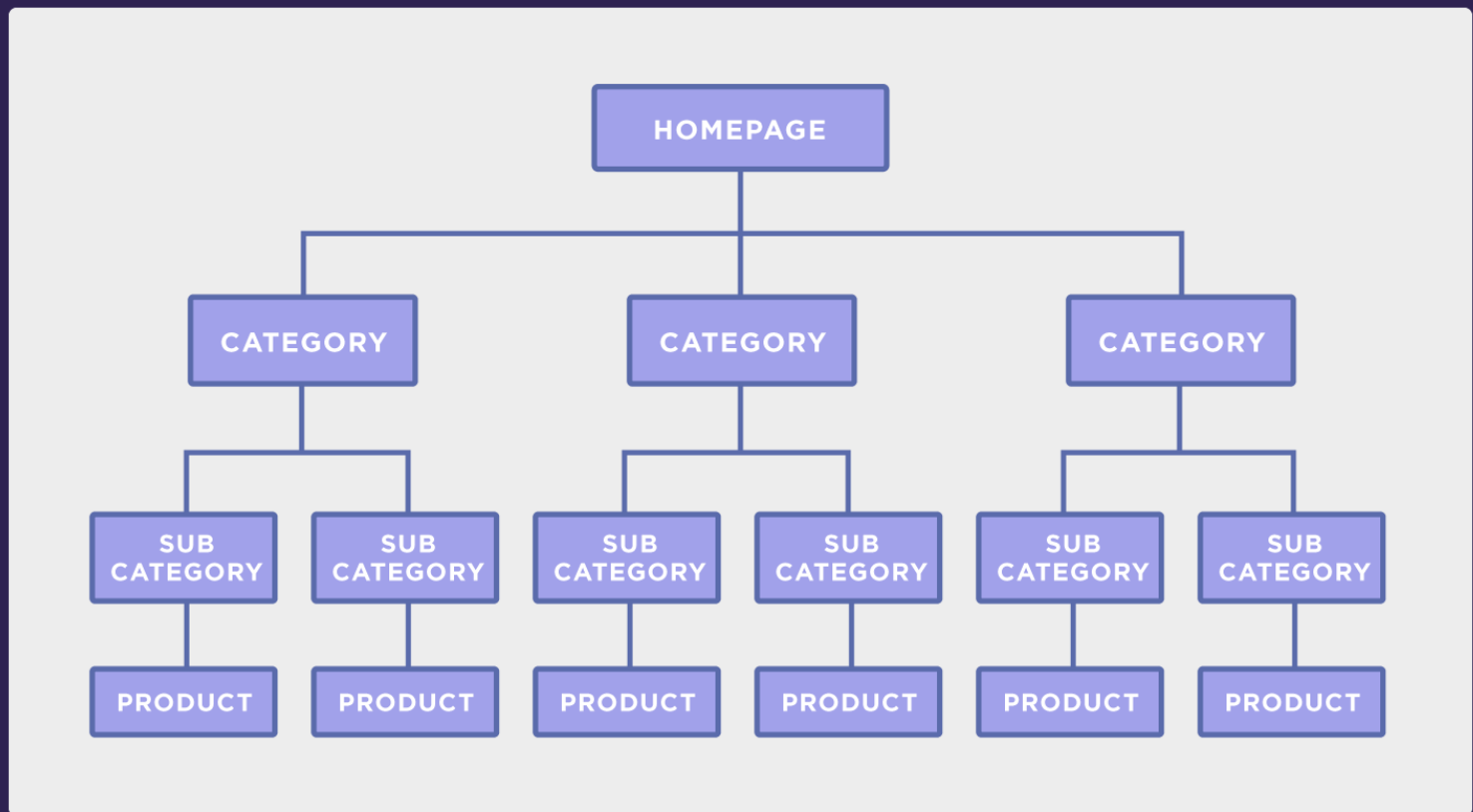
(You want all product pages to be three clicks or fewer from your homepage)

Pro Tip: If your site already has a less-than-ideal setup, don’t start moving pages and around until you’ve consulted with an SEO pro and a developer. They’ll make sure that old pages redirect to new pages...

Example of an SEO and User-Friendly Ecommerce Site Architecture

Now that you’ve seen an example of how **not** to do things, it’s time to take a look at an example of a well-optimized ecommerce site architecture.

WELL-OPTIMIZED SITE ARCHITECTURE

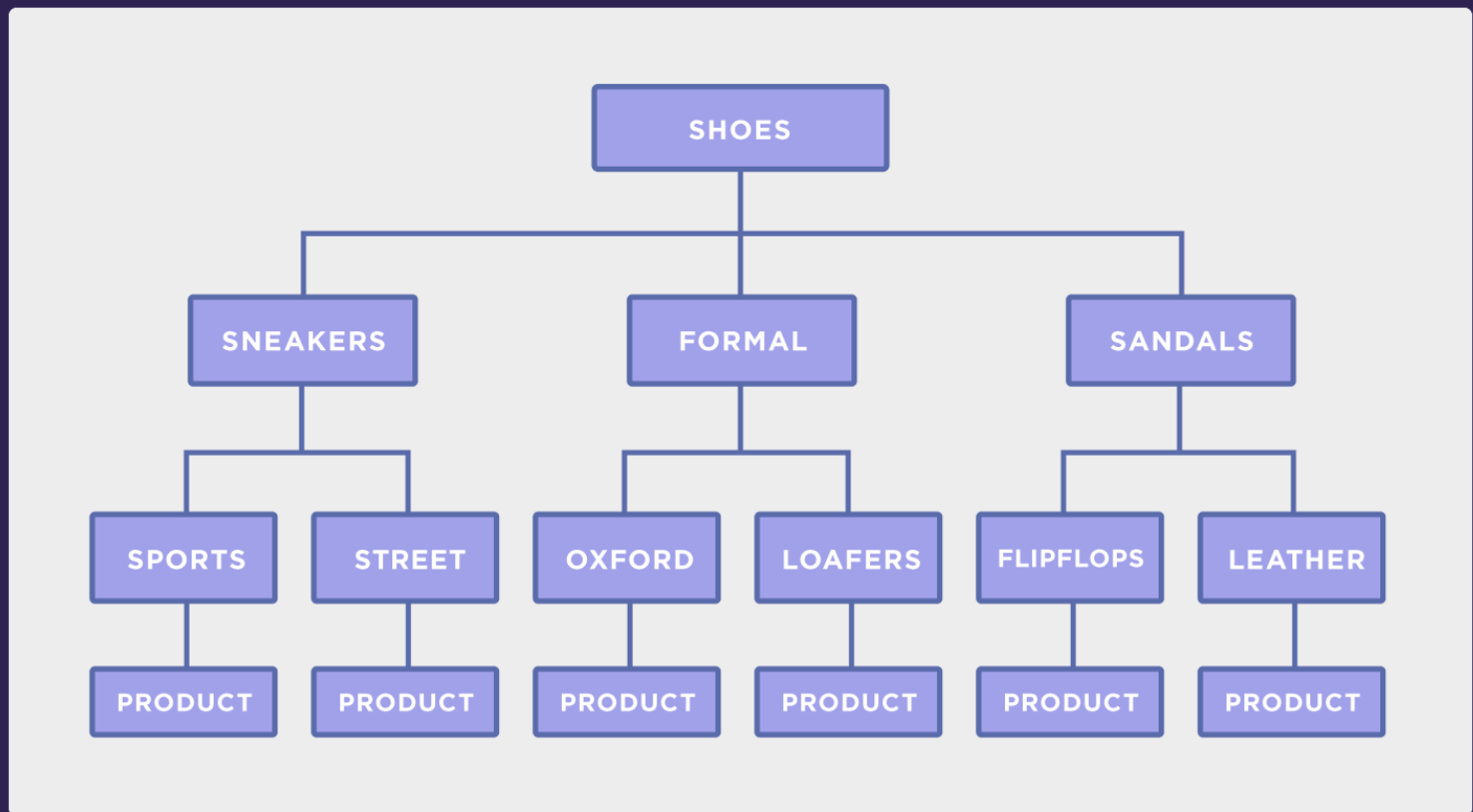


As you can see, link authority is concentrated in the site's product and category pages.

This concentrated authority helps these pages rank in Google. It also makes it easy for Google to find and index every page.

And here's an example of how this would look for an ecommerce site that sells shoes:

EXAMPLE OF ECOMMERCE SITE ARCHITECTURE SELLING SHOES

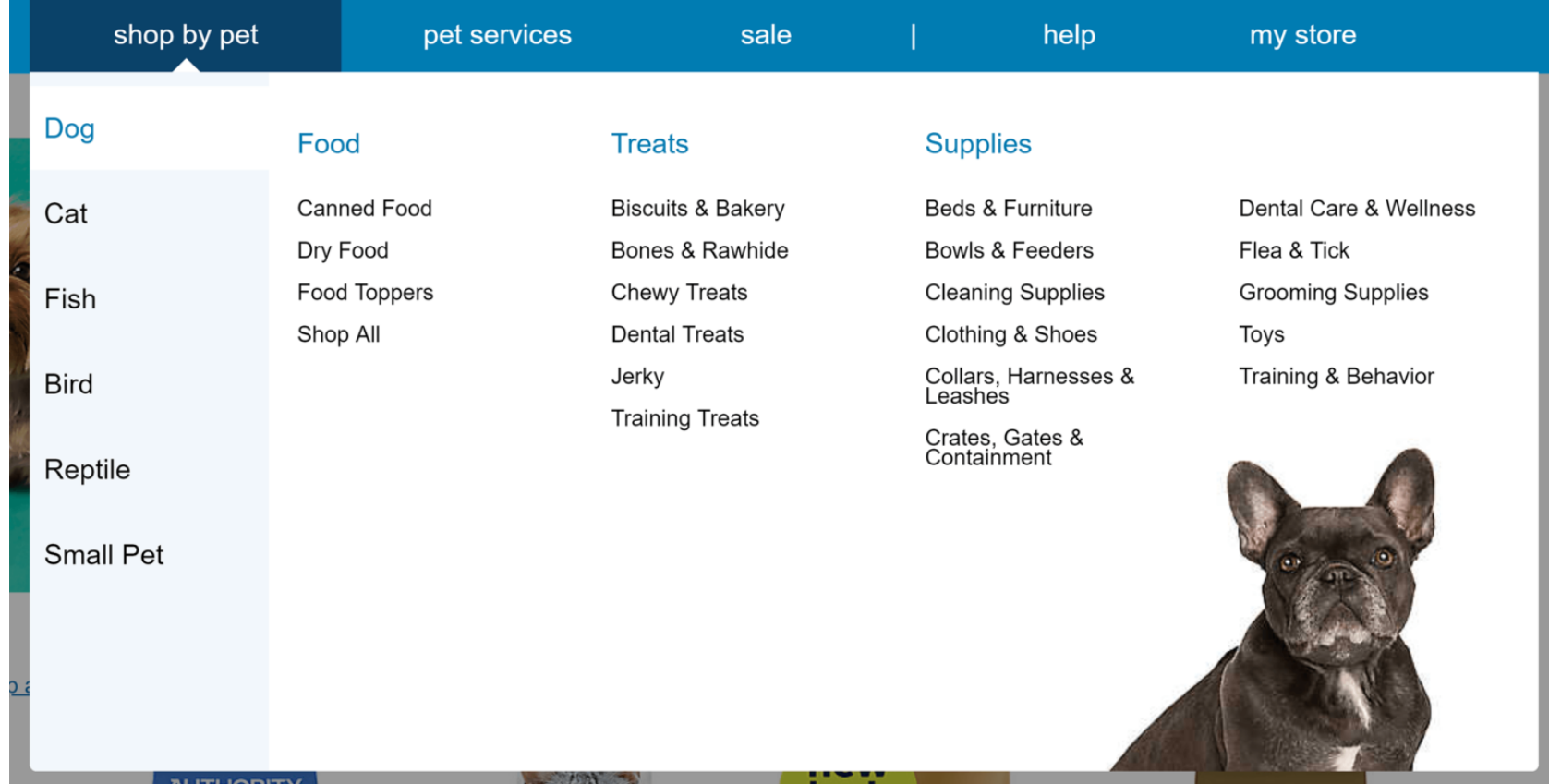


Not only is this great for SEO, but users will love it too. That's because a simple, flat architecture makes it easy for browsers to find the products they want.

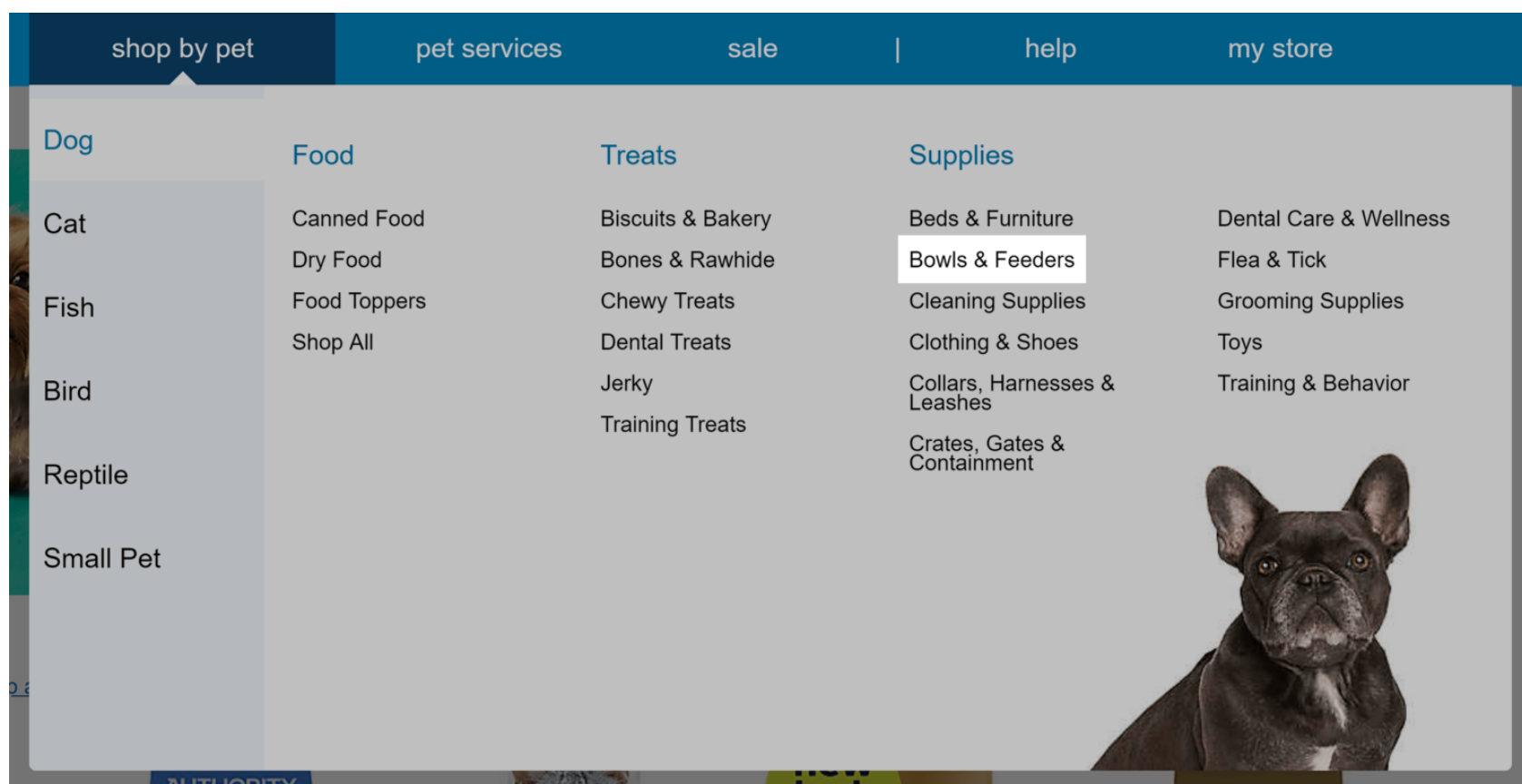
Let's take a look at a real-life example of an ecommerce site with AWESOME architecture: [PetSmart.com](https://www.petSMART.com).

Let's say you want to get a new dog food bowl for Fluffy.

You'd head to the homepage and click "Dog".



Then “bowls and feeders”



And you get a list of products in that subcategory:

Within three clicks, you’ve found what you want.

And because Petsmart uses a flat site architecture, Google will fully index all of their pages.

On-Page SEO for Ecommerce Sites

Now that you have your site architecture all set up, it's time to optimize the content on each page. This includes the product pages, category pages, and the homepage. We'll cover each of these in detail in the following sections.

One of the most important on-page SEO factors is the title tag. The title tag is the text that appears at the top of the browser window and is also the text that appears in the search results. It's important to make sure that the title tag is relevant to the page content and includes the main keyword.

Another important on-page SEO factor is the meta description. The meta description is the text that appears below the title tag in the search results. It's important to make sure that the meta description is relevant to the page content and includes the main keyword.

A “Perfectly Optimized” Ecommerce Page

Let's look at an example of a “perfectly optimized” page from an ecommerce site.

Let's break each of these elements down:

Title Tag: Add Modifiers Like “Buy”, “Cheap” and “Deals” to Get More Long Tail Traffic

You (obviously) want to use your target keyword in your page’s title tag.

But don’t stop there. Adding “modifiers” to your title tag can help you show up for more long tail searches.

For example, let’s say your target keyword is: “noise canceling headphones”.

Instead of making your title tag: “Noise Canceling Headphones at Headphones R’ Us”, you want to add a word or two that people might use when searching for “noise canceling headphones”

Here are some common terms people use when searching for products in Google:

- Cheap
- Deals
- Review
- Best
- Online
- Free shipping

So your title tag could be something like this:

Title Tag: Use Click Magnet Words like “X% Off” and “Lowest Price” to Boost CTR

Google likely **uses organic click-through-rate as a ranking signal**. And even if they didn't, it still makes sense to optimize your title tag for CTR.

That's because: Higher CTR=more clicks=more sales.

Fortunately, there are a handful of words and phrases that magnetically move a person's cursor to your result. I call them “Click Magnet Words”.

Here are some of the best Click Magnet Words for ecommerce product and category pages:

- X% off (“25% Off”)
- Guarantee
- Lowest Price
- Free Shipping
- Overnight Shipping
- Sale

Here's an example of these words in action:

And when you include these in your title tags (and description tags), you'll find yourself with more clicks (which can mean more customers).

Description Tag: Include Phrases Like “Great Selection”, “FREE Shipping” and “All Our Items are On Sale” To Maximize Your Page’s CTR

Your site’s description tag used to be an important part of **on-page SEO**.

Even though that’s not the case anymore, your description tag is VERY important for CTR.

And the title tag Click Magnet Words that I listed above also work for description tags.

The only difference is that, with a description tag, you have more room to include longer phrases.

Here are a few examples of phrases you can use in your description tag to get more clicks:

- Get the best prices on ____ today.
- Save X% off on ____.
- All of our ____ are on sale right now.
- Get FREE shipping on all ____ today.
- Click here to see all of our exclusive deals on ____.
- Great selection of ____ at the guaranteed lowest price.

Here’s an example of how a description tag optimized for clicks might look:

Get the absolute best prices on dog food today. Get FREE shipping on all orders. Click here to see all of our exclusive deals.

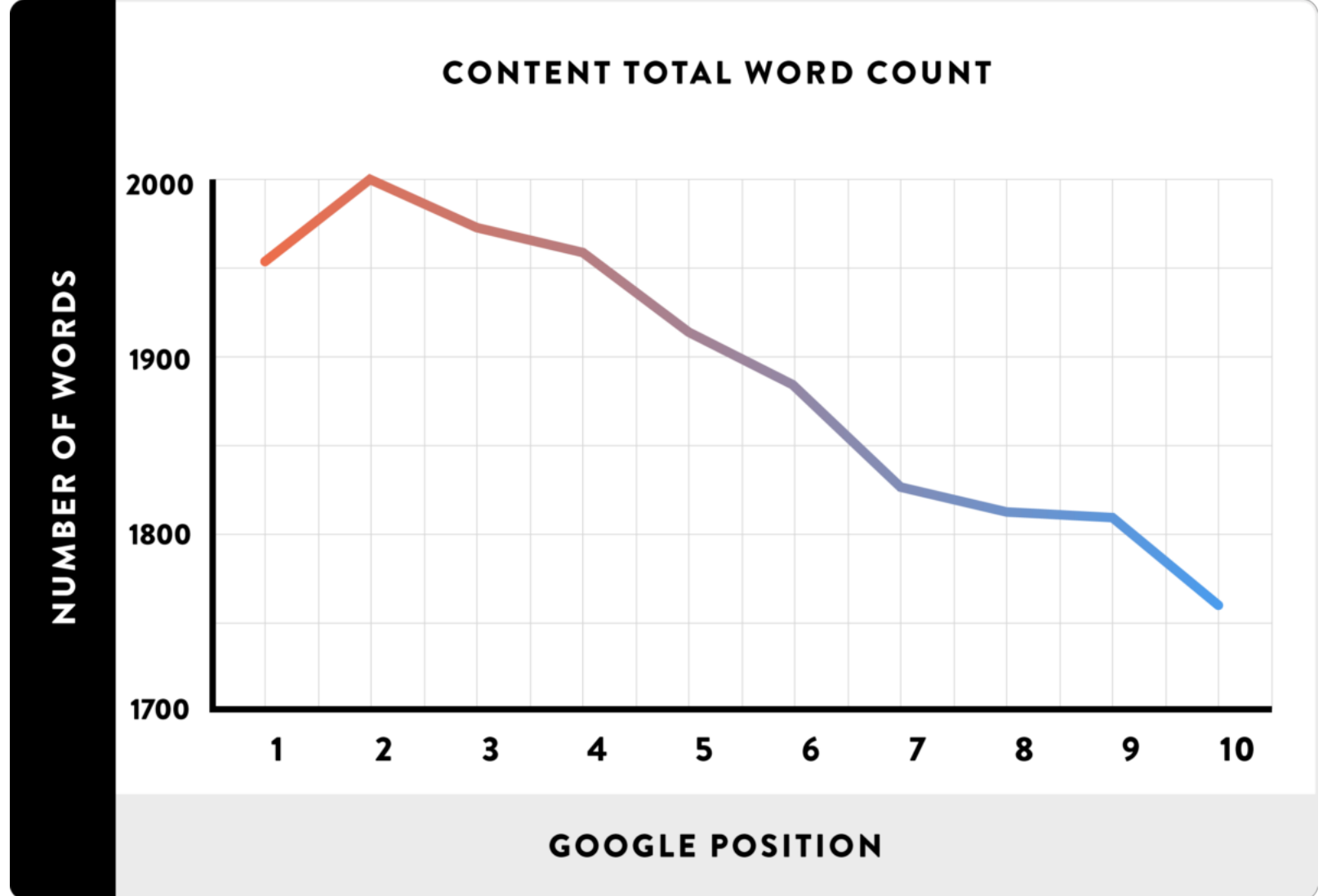
Product and Category Page Content: Include 1000+ Words of Content and Use Your Keyword 3-5x

Optimizing product and category pages is one of the hardest parts of ecommerce SEO. Yes, you want to write high-quality content. But unlike a blog post, you also need to keep conversions in mind.

Here are the three most important on-page SEO tactics that I recommend for ecommerce pages:

1. Write 1000+ Word Descriptions

Industry studies have found that **longer content tends to rank best in Google**.



(And yes, those findings apply to ecommerce sites).

The fact is this: Google wants to understand what your page is all about. And the more content you provide, the better Google can do its job. Plus, in-depth product page content helps customers understand what they're about to buy.

To be clear:

It might be impossible for you to write 1000 words for EVERY page on your site. If that's the case, I recommend writing long, in-depth product descriptions for top 10-50 most important product and category pages.

For example, this Amazon product page for a KitchenAid mixer boasts 2,109 words...

...and that's not even counting the reviews at the bottom of the page (which add another 500+ words).

2. Sprinkle Your Keywords (3-5x)

Once you've written your in-depth product description, it's time to make sure that you've used your target keyword 3-5 times in your content.

This has nothing to do with keyword density or keyword stuffing. You're just including your keyword a handful of times to help Google understand what your page is all about.

For example, if your target keyword was "6 quart crockpot" you'd want to make sure you have that exact phrase in your product description at least 3 times:

Description

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☰ ▼

A ▼

<>

🔗

📄 ▼

🖼️

🎥

🚫

Whether you're cooking for yourself or for the whole family, a 6 Quart Crockpot is one of the easiest ways to make a big batches of meals with ease. You can use this slow cooker to make over 100 delicious recipes -- from chicken, to pot roast to chili.

Because this 6 Quart Crockpot is programmable, you can set it and forget it. Just add your ingredients, set the time and temperature, and you're done. This slow cooker also comes with an ultra-seal lid to ensure that you don't lose your dishes flavorful juices.

And because this is a 6 Quart Crockpot you don't need to worry about leftovers. Unless you're cooking for a large family there's bound to be plenty of tasty food leftover.

Pro Tip: Google puts slightly more weight on keywords that appear at the top of a webpage. So make sure that one of your keyword placements is at the top of your page (for example, in the first 100 words of your product or category description).

3. LSI Keywords

Latent Semantic Indexing (LSI) keywords are words and phrases that are closely tied to your main keyword.

For example, let's say you were optimizing an ecommerce category page around the keyword "slow cookers". Terms closely related to that keyword include:

- Crock-Pot
- 6 quart, 4 quart etc.
- Timers
- Pressure cooker
- Manual
- Recipes
- Stew
- Soup
- Programmable
- Stainless steel

See how that works?

Here's how to find (and use) LSI keywords specifically for ecommerce SEO.

Step #1: The Amazon Eyeball Test

First, head over to Amazon and search for your target keyword.

Then take a look at terms that appear multiple times on the category page...

...or product page for that keyword.

Hamilton Beach (33473) Slow Cooker Crock with Touch Pad and Flexible Easy Programming Options, 7 Quart Dishwasher Safe Pot, Silver (Certified Refurbished)
by [Hamilton Beach](#)
[Be the first to review this item](#)

Price: **\$31.74** + \$18.04 Shipping to United States Minor Outlying Islands

[Free Amazon tech support included](#) ▾

Size: **7-Quart**

Product works and looks like new. Comes with a 90-day warranty.
This Amazon Renewed product is professionally inspected and tested by an Amazon qualified supplier. Box and accessories may be generic. [Learn more](#)

- Easy programmable meals - no watching or stirring
- Easy clean touch pad with removable, dishwasher safe stoneware & lid
- Wraparound element for even heating
- Temperature setting - choose warm, low or high; No watching needed, when cooking time is up it automatically shifts to warm
- Time setting - select 2, 4, 6, 8 or 10 hours of cooking time

Pro Tip: If you have a competitor that outranks you for your keyword, use this same process on their site.

Step #2: Google Keyword Planner

Next, enter your target keyword into the Google Keyword Planner.

Then take a look at the keywords that Google suggests to you:

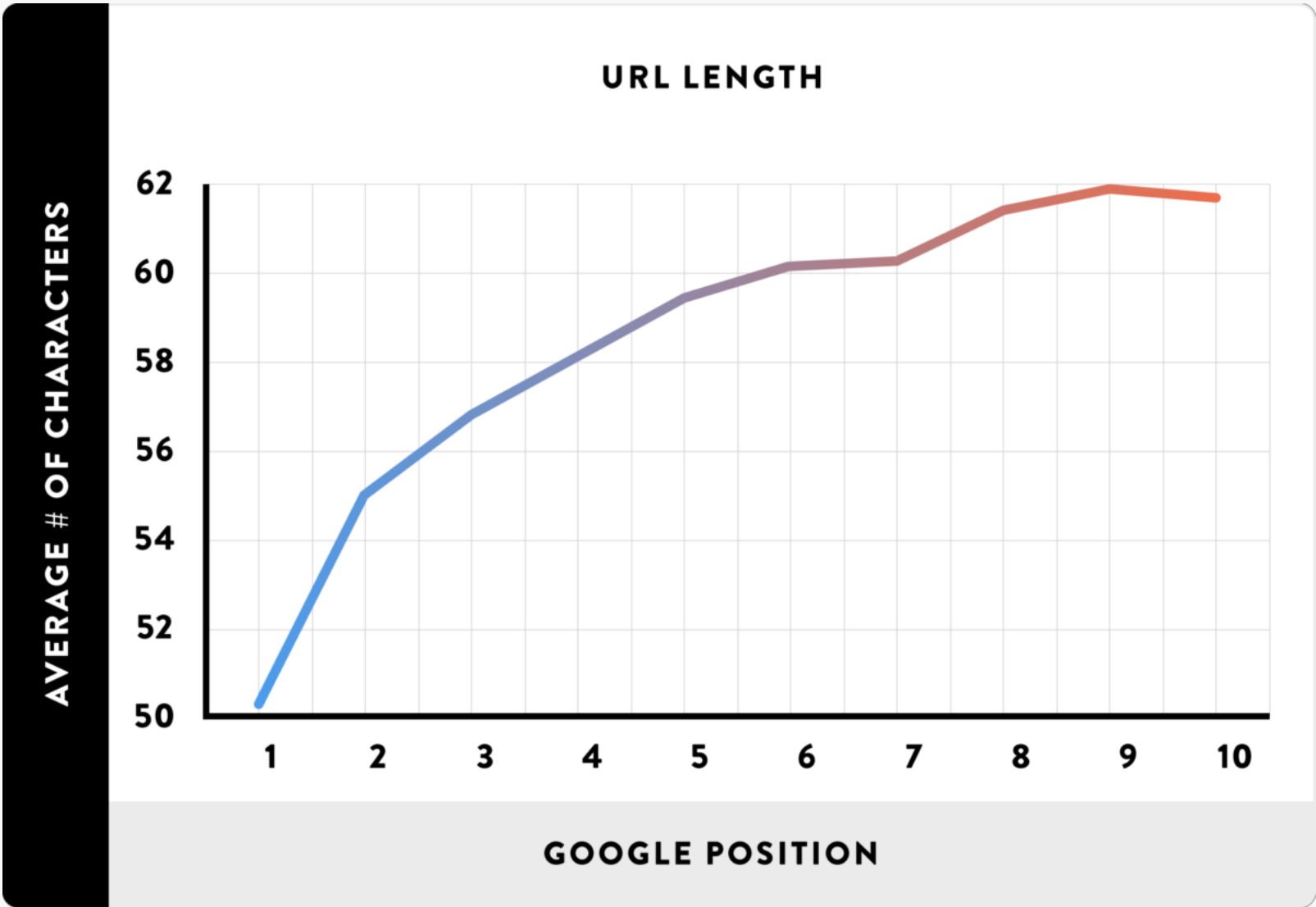
Step #3: Sprinkle These In Your Content

Finally, sprinkle the LSI keywords that make sense into your product or category page content.

URLs: Use Short, Keyword-Rich URLs

Our analysis of 1 million Google search results found a clear correlation between URL length and rankings.

Specifically, we found that short URLs tend to rank higher on Google's first page than long URLs.



Because you run an ecommerce site, your URLs are probably going to be longer than other sites.

That's because your URL will include category and subcategories in your URL. For example:

<https://example.com/category/subcategory/product.html>

However, that doesn't mean you want your URLs to stretch out to 50+ characters. That's because long URLs confuse Google and **dilute the impact of the keywords in your URL.**

Here's an example of an unnecessarily long ecommerce product page URL:

(Not only is this URL a mile long, but it contains unnecessary junk like, "productID.300190600").

Speaking of using SEO-friendly terms in your URL, **you also want to make your URLs keyword-rich.**

For category pages, include a 1-2 word description of that category:

<https://example.com/kitchenappliances>

Follow the same process for subcategories. Only this time, the subcategory will come after the category in the URL:

<https://example.com/kitchenappliances/slowcookers>

Then, for product pages, include just your target keyword for that product, separated by dashes ("-").

<https://example.com/kitchenappliances/slowcookers/6-quart-crockpot>

Pro Tip: Some ecommerce sites don't use categories and subcategories in their URLs. For example, instead of *<https://example.com/kitchenappliances/slowcookers/6-quart-crockpot>*, your URL would simply be: *<https://example.com/6->*

quart-crockpot. This makes your URLs shorter and more keyword dense. I don't necessarily recommend this, but if that's how you have things set up, it's not going to hurt your rankings.

Internal Links: Liberally Link to High-Priority Pages

One of the nice things about ecommerce SEO is that **internal linking** is done almost automatically. That's because your site's navigation usually creates a lot of natural internal links:

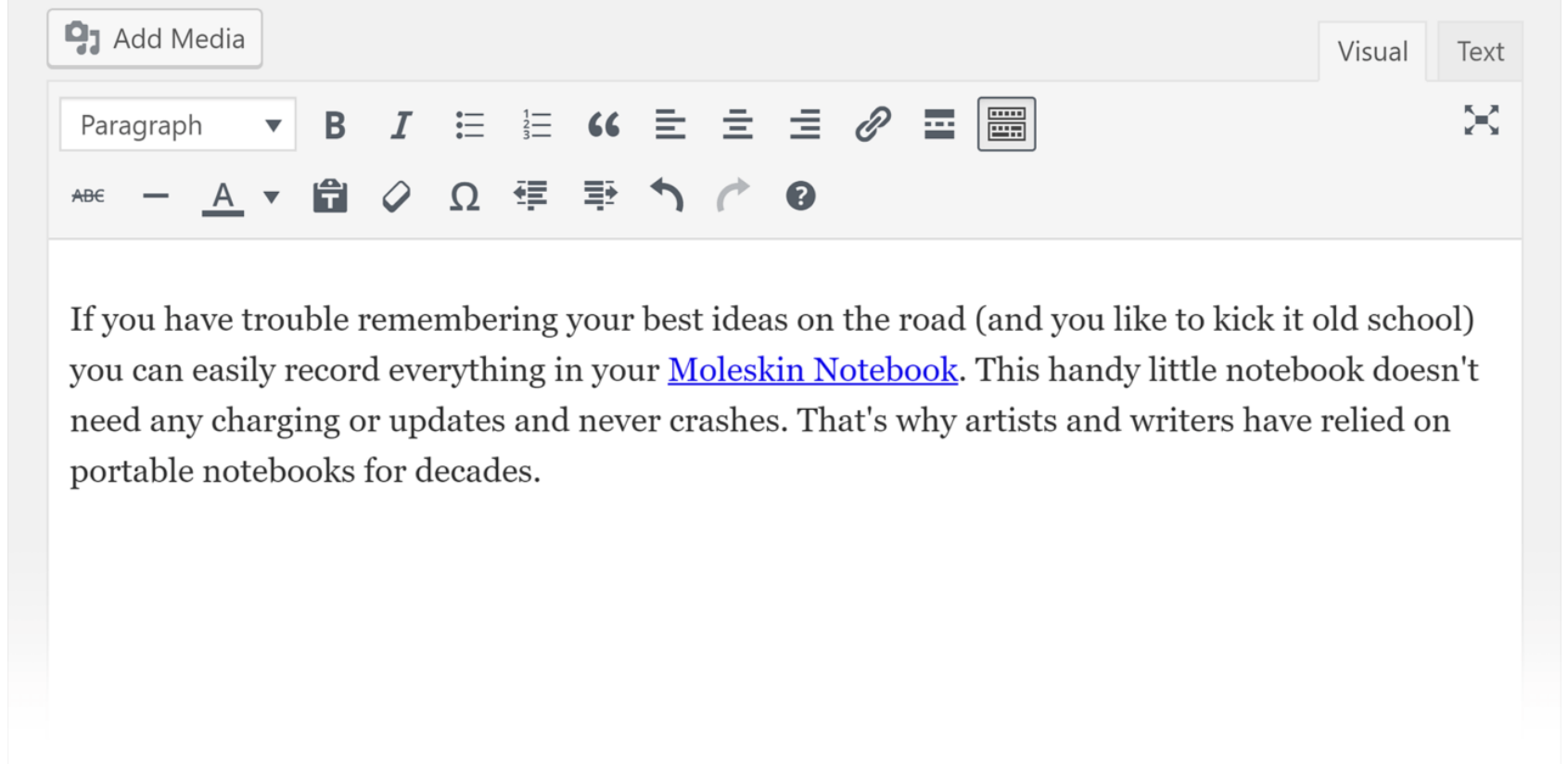
That said, strategic internal linking is definitely an ecommerce SEO best practice. So you should spend some time on it.

Specifically, you want to internally link FROM authoritative pages TO high-priority product and category pages.

For example, let's say you just published a blog post that's generated a lot of **backlinks**.

And you also have a product page that ranks #5 in Google for "moleskin notebooks".

You'd want to add a keyword-rich anchor text link **from** that post **to** your product page.



Implement Product Review Schema to Get Rich Snippets Displayed in Google

If you want an easy way to stand out on Google's first page, look no further than **rich snippets**.

And ecommerce sites have the opportunity to get one of the most eye-catching rich snippets out there: reviews.

Here's an example:

Amazon.com: KitchenAid KSM150PSEER Artisan Tilt-Head Stand Mixer ...

<https://www.amazon.com/KitchenAid-KSM150PSEER-Artisan-Tilt.../B00005UP2P> ▼

★★★★★ Rating: 4.5 - 9,402 reviews

KitchenAid KSM150PSEER Artisan Tilt-Head Stand Mixer with Pouring Shield, 5-Quart, ...

KitchenAid RRK150ER 5 Qt. Artisan Series - Empire Red (Certified ...

KitchenAid 5.7 L (6 qt.) Professional Stand Mixer - Costco Wholesale

[https://www.costco.ca/KitchenAid-5.7-L-\(6-qt.\)-Professional-Stand-Mixer-.product.10...](https://www.costco.ca/KitchenAid-5.7-L-(6-qt.)-Professional-Stand-Mixer-.product.10...) ▼

★★★★★ Rating: 3 - 24 reviews

KitchenAid 5.7 L (6 qt.) Professional Stand Mixer 10 speedsAccessories includes: Burnished flat beater, Dough hook, Wire whipMultipurpose attachment hub ...

KitchenAid KV25G0XER Professional 500 Series Stand Mixer Red ...

<https://www.bestbuy.com> › ... › Mixers & Mixer Accessories › Stand Mixers ▼

★★★★★ Rating: 4.8 - 6,746 reviews - \$199.99 - In stock

KitchenAid KV25G0X Professional 5 Plus Series Stand Mixer: Control switch; 10 speeds; bowl-lift design; 5-quart stainless steel bowl with handle; ...

KitchenAid Stand Mixer Attachments - Small Appliances - Kitchen ...

<https://www.macys.com/shop/product/kitchenaid-stand-mixer-attachments?ID=72512> ▼

★★★★★ Rating: 4.5 - 1,432 reviews - \$9.99 - In stock

Shop **KitchenAid** Stand Mixer Attachments online at Macys.com. **KitchenAid** Attachments are an easy and affordable way to expand the versatility of your ...

How do you get these awesome snippets? By implementing **Schema** markup on your ecommerce product pages. Schema is a special code that gives search engines (like Google and Bing) a deeper understanding of your page's content.

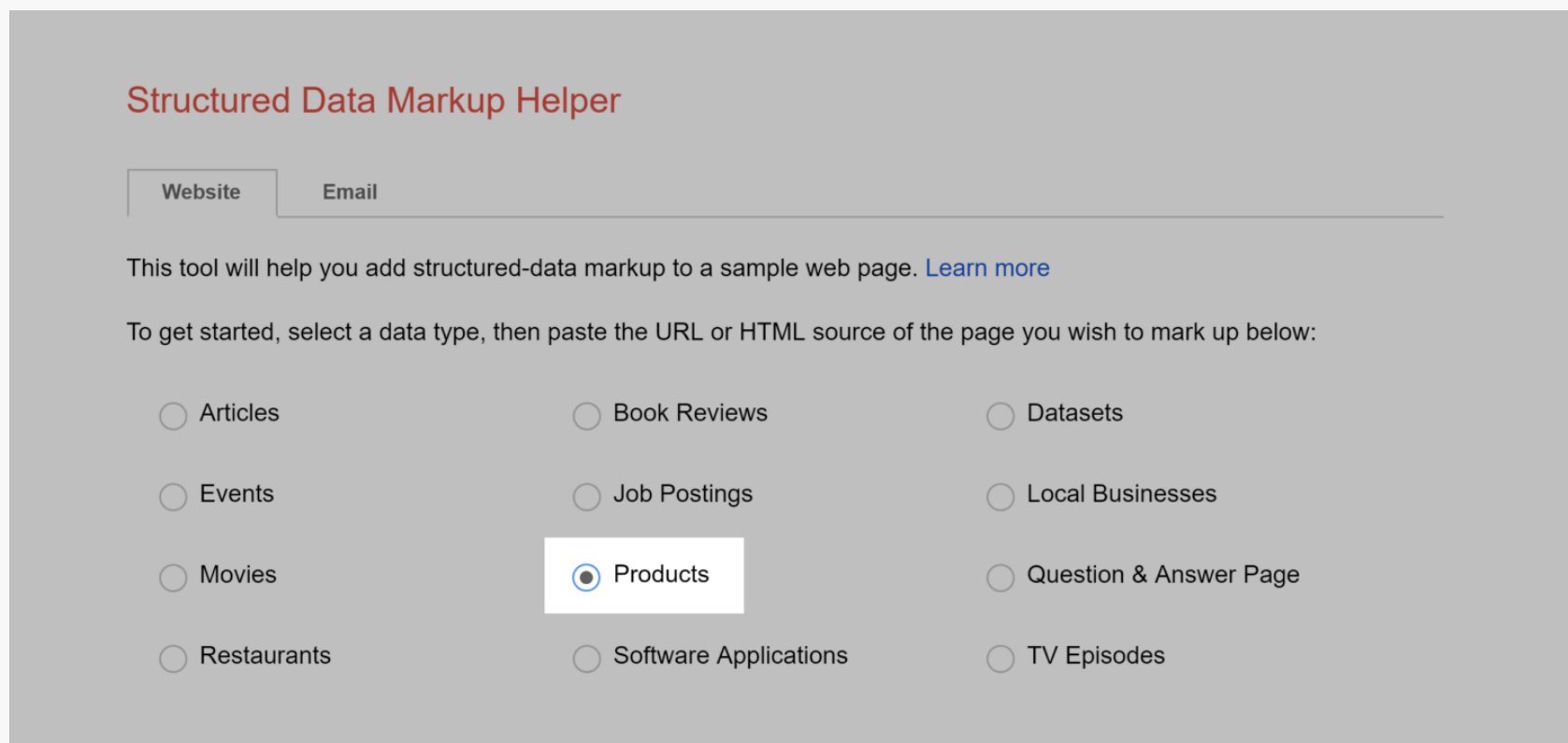
Here are the types of markup specific to **reviews**.

While there's no guarantee that Google will display rich snippets just because you ask them to, proper Schema markup boosts your odds.

You can manually set up Schema markup, but it's not easy. That's why I recommend that you use Google's excellent **Structured Data Markup Helper**.

Here’s exactly how to use this helpful tool so you can quickly implement review Schema markup.

First, head over to the tool and choose “products”:



The screenshot shows the 'Structured Data Markup Helper' interface. At the top, there's a title 'Structured Data Markup Helper' in red. Below it are two tabs: 'Website' (selected) and 'Email'. A horizontal line separates the tabs from the main content area. The main content area contains the text: 'This tool will help you add structured-data markup to a sample web page. [Learn more](#)'. Below this is a prompt: 'To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:'. Underneath the prompt is a grid of 12 radio button options arranged in 4 rows and 3 columns. The options are: Articles, Book Reviews, Datasets, Events, Job Postings, Local Businesses, Movies, Products (selected), Question & Answer Page, Restaurants, Software Applications, and TV Episodes. The 'Products' option is highlighted with a white background and a blue border.

Next, find a product page on your site that has reviews and ratings on it. This can be a single reviewer, or as is the case with most ecommerce sites, user reviews.

Paste the URL of that product page in the URL field and click “Start Tagging”.

Structured Data Markup Helper

Website

Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

- | | | |
|-----------------------------------|---|--|
| ☐ Articles | ☐ Book Reviews | ☐ Datasets |
| ☐ Events | ☐ Job Postings | ☐ Local Businesses |
| ☐ Movies | ☒ Products | ☐ Question & Answer Page |
| ☐ Restaurants | ☐ Software Applications | ☐ TV Episodes |

URL

HTML

<https://www.walmart.ca/en/ip/hamilton-beach-set-n-forget-programmable-slow-cooker/600001943516>

Start Tagging

Then highlight the section of the page you want to tag. In this case we're going to focus on product reviews and ratings.

If your product was reviewed by a single person, choose "Review".

Then highlight the name of the person that reviewed the product, the date of the review etc.

Hamilton Beach® Set 'n Forget™ Programmable Slow Cooker

6L Slow Cooker, Brushed Stainless Steel 33967C

By [Hamilton Beach](#)

Sold and shipped by Walmart

★★★★★ > 375 Reviews

Qty:

– 1 +

\$66⁵⁸



Clear tag

Name

Image

Description

URL

Brand

Offer

Aggregate rating

Review

> [Return in-store or by mail](#)

Reviewer

Review date

Review rating

Review body



Pickup



Shipping



Buy In-Store

If **customers** reviewed the product, highlight the number or star rating and pick “Aggregate Rating”.

Hamilton Beach® Set 'n Forget™ Programmable Slow Cooker

6L Slow Cooker, Brushed Stainless Steel 33967C

By [Hamilton Beach](#)

Sold and shipped by Walmart

★★★★★ [375 Reviews](#)

Qty:

– 1 +

\$66⁵⁸



Clear tag

Name

Image

Description

URL

Brand

Offer

Aggregate rating

Review

> [Return in-store or by mail](#)

Rating value

Best rating

Worst rating

Count



Pickup ▼



Shipping ▼



Buy In-Store ▼

Make sure to provide as much info as you can. For example, don't forget to highlight the number of reviews and choose the "count" tag.

Hamilton Beach® Set 'n Forget™ Programmable Slow Cooker

6L Slow Cooker, Brushed Stainless Steel 33967C

By [Hamilton Beach](#)

Sold and shipped by Walmart

★★★★★ [375 Reviews](#)

Qty:

-

1

+

\$66⁵⁸



- Clear tag
- Name
- Image
- Description
- URL
- Brand ▶
- Offer ▶
- Aggregate rating ▶
- Review ▶

Return in-store or by mail

- Rating value
- Best rating
- Worst rating
- Count



Pickup ▼



Shipping ▼



Buy In-Store ▼

When you're done, choose "Create HTML".

The image shows a product page for a "Hilton Beach® Set 'n Forget™ Programmable Slow Cooker". The page includes a search bar, navigation links like "Shop Groceries", "Store Finder", and "Flyers", and a "CREATE HTML" button. A red arrow points from the "CREATE HTML" button to a sidebar titled "My Data Items (1)". The sidebar contains a form for adding schema markup for a "Product".

Tag Data View HTML

Help

CREATE HTML >

My Data Items (1)

Product ?

Name: required

Image:

Description:

URL:

Brand

Name:

Logo:

Offer

Price: required

Aggregate rating

Rating value:

Best rating:

Worst rating:

Count: Reviews X

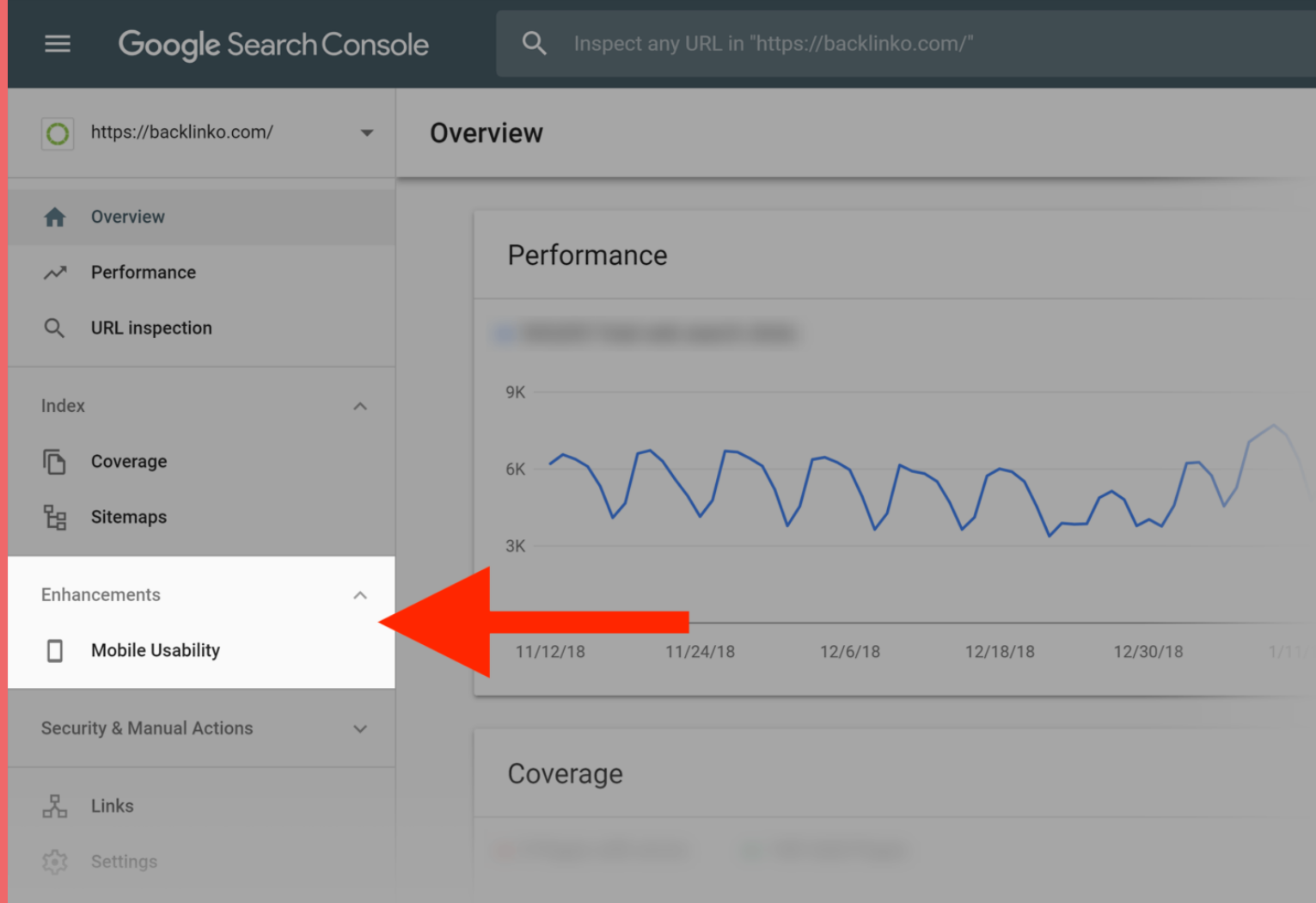
Review

Reviewer:

You can either copy and paste this new HTML into your page or add the new Schema markup to your existing code.

Pro Tip: Use Google Search Console to double-check that your Schema is implemented right.

If you have Schema setup, you'll see "Rich Results" under enhancements in the sidebar:



(I don't have any live Schema, so that report doesn't appear for me).

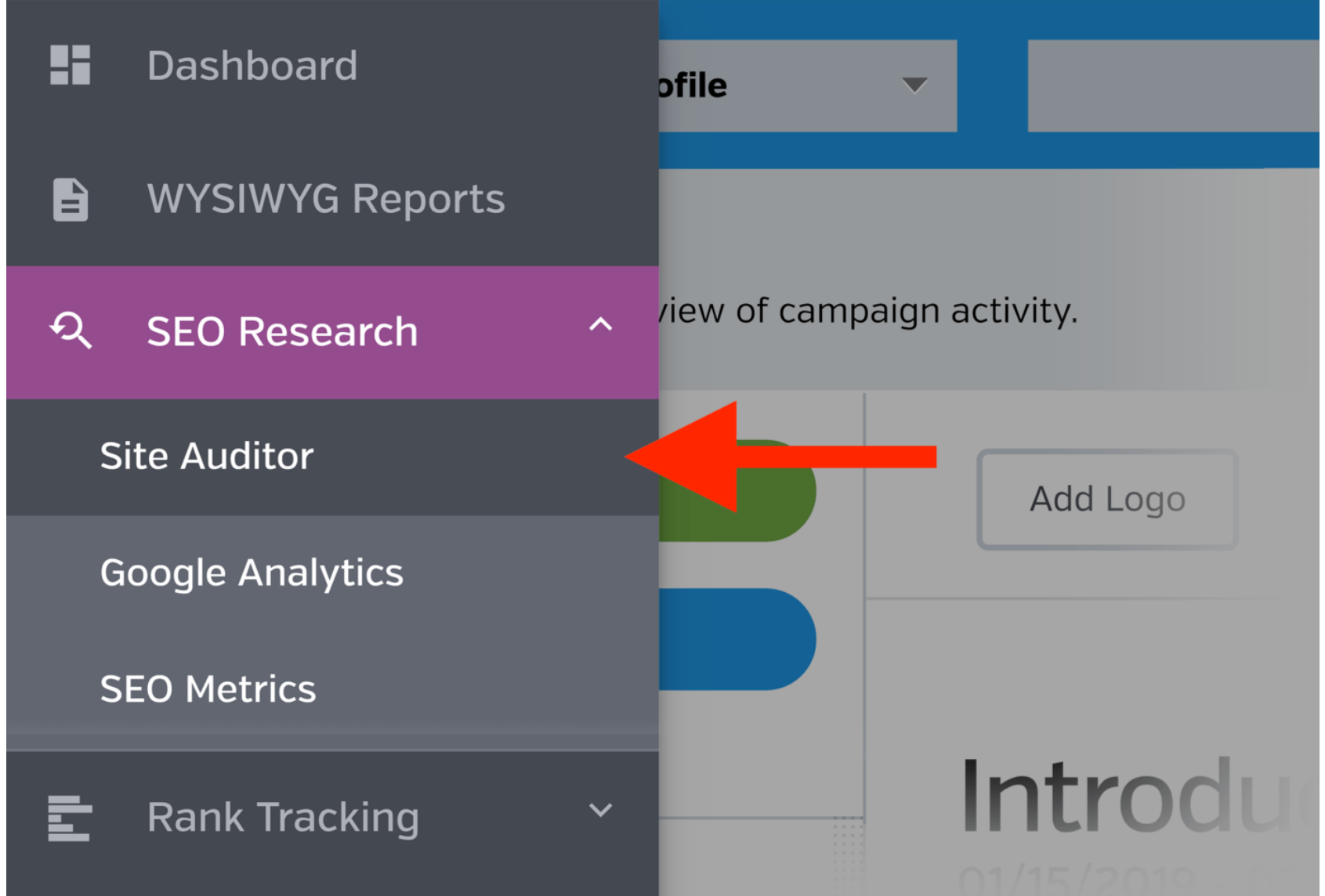
How to Run a Technical SEO Audit on an Ecommerce Website

In this example we're going to use [Raven Tools](#). In my opinion it has the most thorough and easy-to-understand site audit feature out there.

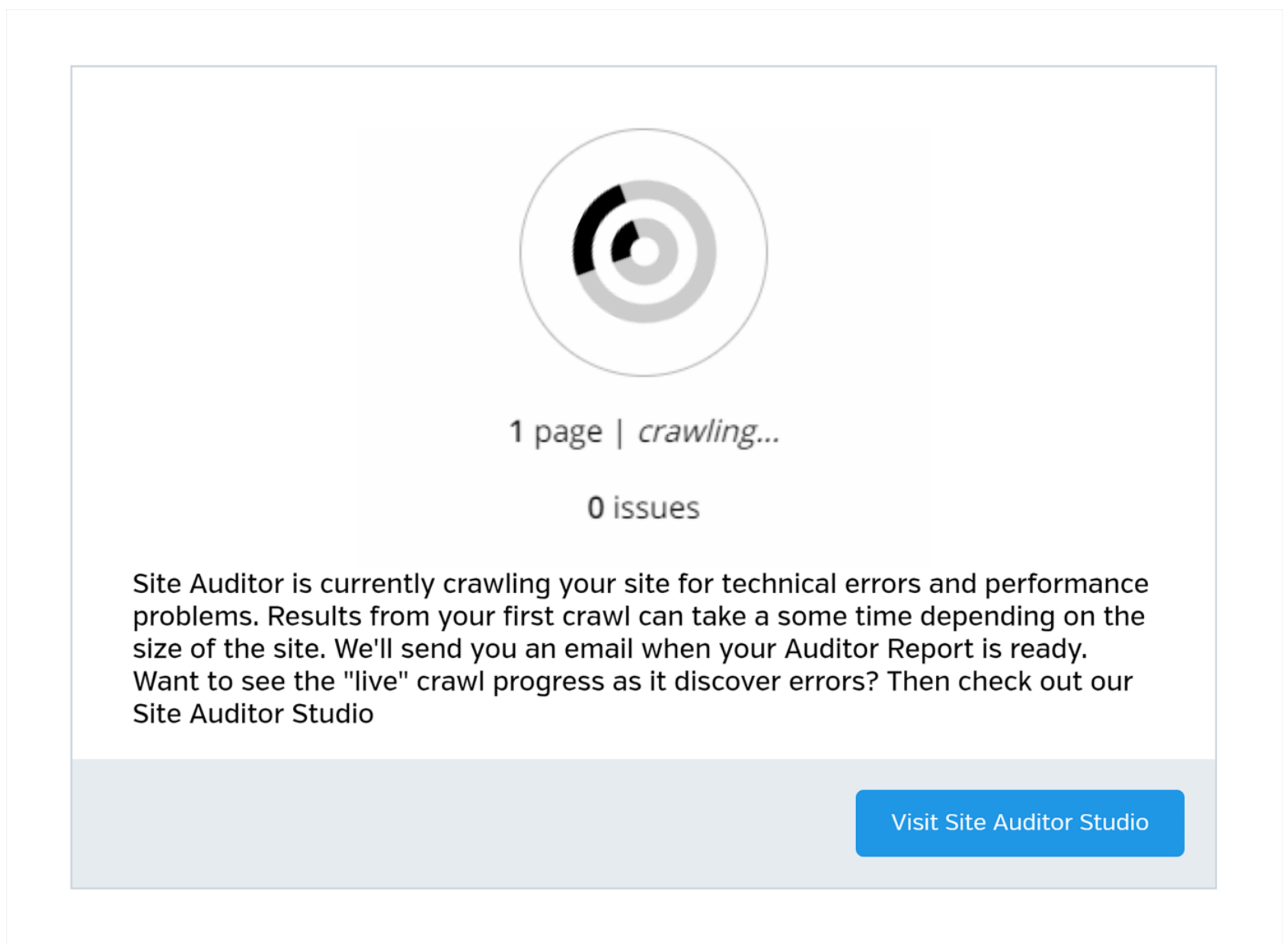
In addition to Raven Tools, here are other [SEO tools](#) you can use for ecommerce site audits:

- [SEMrush](#)
- [DeepCrawl](#)
- [ScreamingFrog](#)
- [Site Condor](#)
- [Ahrefs](#)

To use Raven for your ecommerce SEO site audit, choose “Site Auditor” from the left-hand sidebar:



And Raven will analyze your site for potential errors.



Then scan the report for issues that crop up.

Like problems with your title and/or description tags:

Duplicate and thin content:

And broken links:

Now that you've seen how to find SEO errors, it's time for me to show you how to solve them.

How to Fix Common Technical SEO Issues On Ecommerce Sites

Problem: Too Many Pages

Having thousands of pages on your site can be a technical SEO nightmare. It makes writing unique content for each page a monumental task. Also, the more pages you have, the more likely you'll struggle with **duplicate content** issues.

Why It Happens

Some ecommerce sites just have lots and lots of products for sale. Because each of these products require their own page, the site accumulates lots of pages. Also, sometimes each slight variation in the same product (for example 15 different shoe sizes) has its own unique URL, which can bloat your ecommerce site's total page count.

How to Fix it

First, identify pages that you can delete or **noindex**... without affecting your bottom line.

In my experience, 80% of an ecommerce site's sales come from 20% of its products (the ol' 80/20 principle at work). And around 25% of an ecommerce product pages haven't generated ANY sales over the last year.

Rather than working to improve these pages, you're better off simply deleting them, noindexing them, or combining them into a "super page".

Most ecommerce CMSs (like Shopify) make it easy to find products that haven't generated any revenue lately. If they haven't, you can put them into a "maybe delete" list.

But before you actually delete anything, check **Google Analytics** to make sure these pages aren't bringing in any traffic.

If a page isn't bringing visitors to your site or putting cash in your pocket, you should ask yourself: "what's the point of this page?".

In some cases these "deadweight" pages will make up 5-10% of your site. For others, it can be as many as 50%.

Once you've removed excess pages that might be causing problems, it's time to fix and improve the pages that are left.

Problem: Duplicate Content

Duplicate content is one of the most common ecommerce SEO issues on the planet. And it's one that can sink your site in Google's search results (thanks to **Google Panda**).

Fortunately, with a commitment to unique content on every page of your ecommerce site (and using **advanced SEO techniques** like **canonical tags**), you can make duplicate content issues a thing of the past.

Why It Happens

There are a lot of reasons that duplicate content crop up on ecommerce sites.

Here are the three most common reasons.

First, the site creates unique URLs for every version of a product or category page.

For example, if you have a category menu like this...

...it might create a unique URL for every selection the person makes.

If those URLs gets indexed by Google, it's going to create A LOT of duplicate content.

This can also happen if slight variations of the same product (for example, different shoe sizes or colors) create unique product page URLs.

Second, we have boilerplate content. This is where you have a snippet of text that appears on multiple pages.

Here's an example:

Of course, it's perfectly fine to use some of the same content on every page (for example, "At Brian's Organic Supplements, we use the best ingredients at the best price.").

But if your boilerplate content gets to be 100+ words it can be seen as duplicate content in the eyes of Google.

Finally, we have copied descriptions. This happens anytime you have the same (or very similar) content on multiple product or category pages.

For example, here's an example of duplicate content on two different ecommerce product pages...

Product Page #1:

Product Page #2:

As you can see, the content on these two pages is almost identical. Not good.

How to Fix it

Your first option is to noindex pages that don't bring in search engine traffic but are causing duplicate content issues.

For example, if your category filters generate unique URLs, you can noindex those URLs. Problem solved.

Once you've noindexed all of the URLs that make sense for your site, it's time to tap into the canonical tag ("rel=canonical").

A canonical tag simply tells search engines that certain pages are exact copies or slight variations of the same page. When a search engine sees a canonical tag on a page, they know that they shouldn't treat it as a unique page.

(Not only does canonicalization solve duplicate content issues, but it helps makes your backlinks more valuable. That's because links that point to several different URLs reroute to a single URL, making those links more powerful).

Pro Tip: Implementing canonical tags can be tricky. That's why I recommend that you hire an SEO pro with technical SEO expertise to help. But if you prefer to set up canonicals yourself, [this guide by Google will help](#).

Finally, it's time to write unique content for all of the pages that you haven't noindexed or set up with canonical URLs.

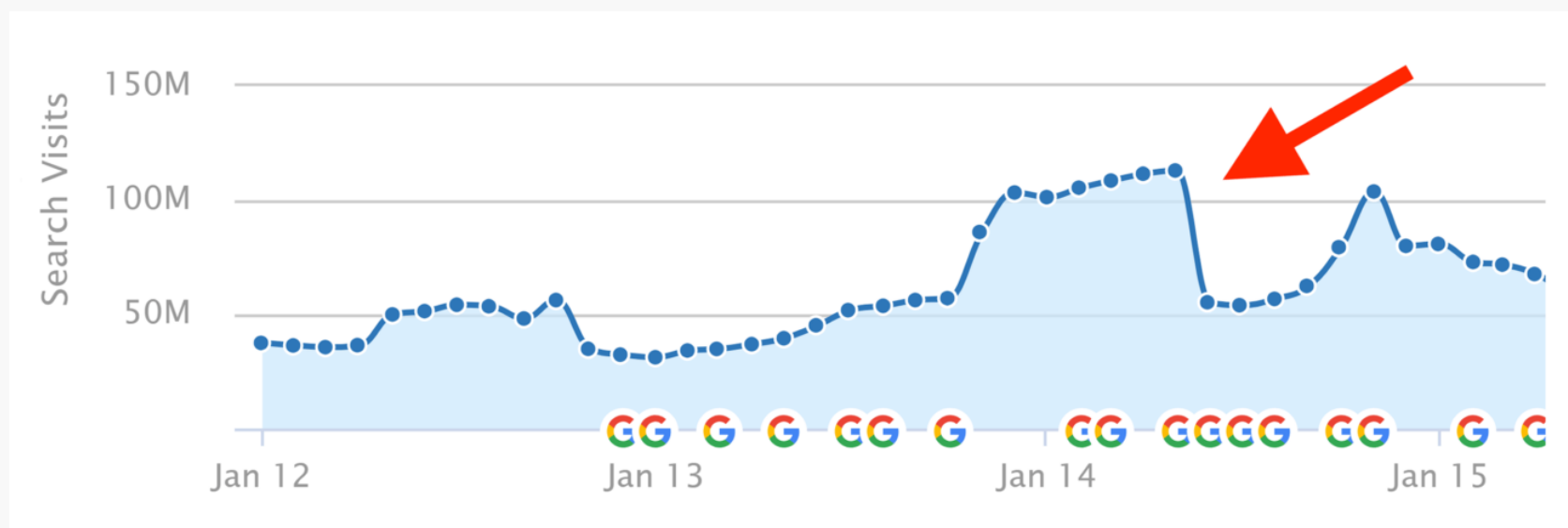
Yes, this is hard work (especially for an ecommerce site with thousands of pages). But it's an absolute must if you want to compete against the ecommerce giants (like Amazon) that tend to dominate Google's first page.

To make the process easier, I recommend creating templates for product and category page descriptions (I'll have an example template for you in the next section).

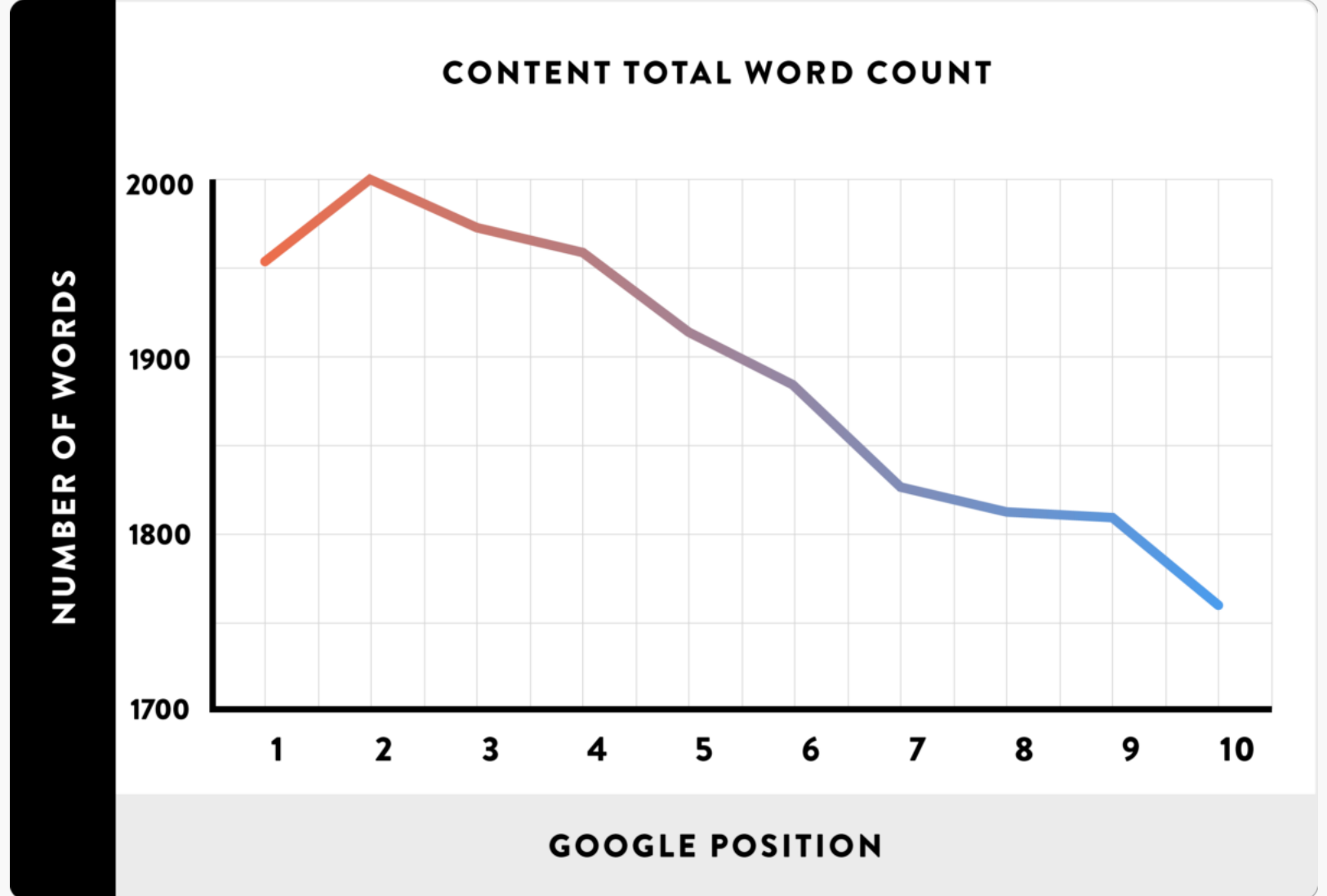
Problem: Thin Content

Thin content is another common technical SEO issue that ecommerce sites have to deal with. So even after you solve your duplicate content issues, you might have pages with thin content.

And make no mistake: thin content can derail entire ecommerce SEO campaigns. In fact, **eBay lost upwards of 33% of its organic traffic** due to a thin content-related Panda penalty.



But let's not focus on the negative. Our data from analyzing 1 million Google search results found that **longer content tended to rank above thin content**.



Why It Happens

One of the main reasons that ecommerce sites suffer from thin content is that it's challenging to write lots of unique content about similar products. After all, once you've written a description about one running shoe what can you write about 25 others?

While this is a legit concern, it shouldn't stop you from writing at least 500 words (and preferably 1000+ words) for all of your important category and product pages.

How To Fix It

First, you want to identify pages on your site that have thin content.

Pro Tip: Everyone has a different definition of “thin content”. In my mind, thin content refers to short snippets of content that doesn’t bring any unique value to the table.

You can go through each page on your site one-by-one or use a tool like Raven Tools to find pages that are a bit on the thin side (Raven considers pages with fewer than 250 words as having a “low word count”):

Once you’ve identified thin content pages it’s time to bulk them up with high-quality, unique content. Templates make this process go significantly faster.

Here’s an example template for a product page description:

Pro Tip: The more **truly unique** your content is, the better. That means actually using the products you sell. Write your impressions. Take your own product images. This will make your product descriptions stand out to users and search engines.

Problem: Site Speed

Site speed is one of the few signals that Google **has publicly stated they use** as part of their algorithm.

But site speed isn't just important for ecommerce SEO: it also directly impacts your bottom line. Research by Radware found that slow load times **can increase shopping cart abandonment by 29.8%**.

Why It Happens

Here are the three most common reasons that ecommerce site pages load slowly:

- **Bloated Ecommerce Platforms:** Certain ecommerce platforms are inherently slow due to bloated code. And unlike a blogging CMS like **WordPress**, you can't just install a plugin and watch your speed improve.
- **Large Image File Sizes:** High-res product images are awesome for your customers, but can make your page load like molasses.
- **Slow Hosting and Servers:** When it comes to web hosting, you get what you pay for. A slow hosting plan can put the brakes on your site's max speed.

Fortunately, all three of these site speed issues can be solved somewhat easily.

How to Fix it

- **Upgrade Your Hosting:** I can't recommend specific hosting providers because your decision depends on your preferences and needs (for example, the level of support, pricing, security etc.). But what I can say is that you should spend at least \$50/month on your host. If you spend less, your loading speed is likely to suffer.
- **Invest In a CDN:** A **CDN** is one of the fastest (and cheapest) ways to significantly crank up your site's loading speed. Bonus: a CDN also makes your site more secure from attacks and hacks.
- **Optimize Image File Size with Compression:** This is a biggie for ecommerce product pages. Make sure to export images so they're optimized for the web.

CONTENT MARKETING 101: 50 WAYS TO GROW YOUR BUSINESS

1. FIND WHERE YOUR TARGET CUSTOMERS HANG OUT ONLINE

1.1 FIND WHERE YOUR TARGET CUSTOMERS HANG OUT ONLINE

1.1.1 FIND WHERE YOUR TARGET CUSTOMERS HANG OUT ONLINE

Step #1: Find Where Your Target Customers Hang Out Online

Hanging out with your customers gives you incredible insight into their thoughts, dreams, fears, and desires. Because it's not always possible to hang out with customers in real life, I recommend going to places that they tend to hang out online.

For example, if your target audience is made up of coffee snobs, you'd want to check out places like [Reddit's coffee community](#)...

Join the 235k people in the r/Coffee community

GET STARTED

Posted by u/menschmaschine5 **Kalita Wave** 1 day ago

[MOD] Inside Scoop - Ask the coffee industry

This is a thread for the enthusiasts of [/r/Coffee](#) to connect with the industry insiders who post in this sub!

Do you want to know what it's like to work in the industry? How different companies source beans? About any other aspects of running or working for a coffee business? Well, ask your questions here! Think of this as an AUA directed at the back room of the coffee industry.

Industry folk, feel free to answer any questions that you feel pertain to you! However, please let others ask questions; do not comment just to post "I am _____, AMA!" Also, please make sure you have your industry flair before posting here. If you do not yet have it, contact the mods.

While you're encouraged to be your business to whatever smart or charming things you

COMMUNITY DETAILS

r/Coffee

235k Subscribers | 521 Online

/r/ Coffee is a place to discuss any and all things coffee.

SUBSCRIBE

CREATE POST

ADVERTISEMENT

AD

Get

...and even old school forums about coffee.

Step #2: Learn What Words and Phrases Customers Use

Now that you've found your target audience, it's time to stalk them.

Don't worry, this isn't as creepy as it sounds 😊

You just want to keep an eye out for words and phrases that they use to describe their problems and issues:

[Join the discussion](#)[BECOME A REDDITOR](#)

↑ 1
↓ r/Coffee · Posted by u/popje 2 years ago

Looking for a single serve coffee maker, any suggestions ?

Preferably something available online on a canadian website.

budget: 20-120\$ cheaper the better

I need something for a single cup of coffee, I don't drink more than that anyway, the easier to clean the better.

I was thinking about buying a keurig or something like that and use my own ground coffee but when I tried it at my father house, I didn't liked it, found it very hard to get the right flavour and there was always a layer of ground coffee in the bottom of my mug.

And I will not pay 1\$ per k kup cups when I can have a better coffee for ten times cheaper.

9 Comments Share Save Hide Report

54% Upvoted

SORT BY BEST

↑ Powry 5 points · 2 years ago

↓ Aeropress. Hand grinder. Fresh Coffee.

Share Report Save

↑ randall002 V60 1 point · 2 years ago

↓ Seconded. Super easy to clean.

Share Report Save

↑ Elwood376 1 point · 2 years ago

↓ This.

Share Report Save

↑ thecolbra 1 point · 2 years ago

↓ So pretty much the only good single cup automatic brewer is the technivorm cup one which is way over your budget, so either you are going capsule or a manual brew method.

Share Report Save

These phrases represent keywords that your audience uses when they're NOT shopping for products. These make great keywords for you to create blog content around.

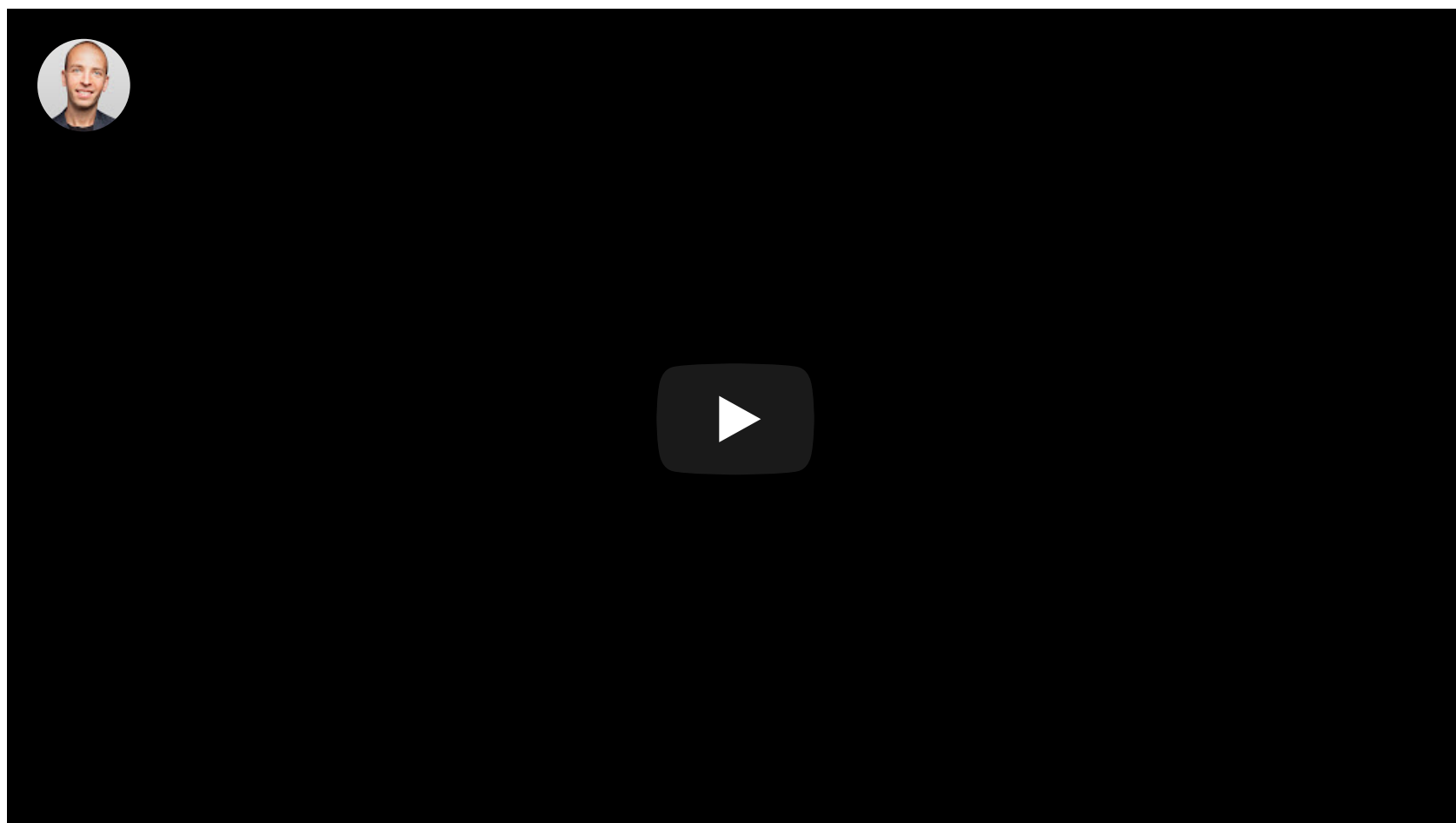
Step #3: Create An Outstanding Piece of Content Around That Keyword

Next, it's time to create a piece of content that's the bar-none absolute best on the planet.

The easiest way to do that?

The Skyscraper Technique.

This video will walk you through the entire step-by-step process:



And when you've finished step #3, start back at the top and go through the process again.

When you consistency publish content on your ecommerce site, you'll find that all the links, traffic and social attention your site gets help your product and category pages rank better.

For example, the popular cookware ecommerce site Williams-Sonoma.com **has an outstanding blog** that features recipes, cooking tips, interviews with chefs, and more.

Which is one of the main reasons that so many sites link to them.

Williams Sonoma Taste - Discover New Ideas & Recipes

williams-sonoma.com/ ▼

Ahrefs Rank ⁱ

6,117

UR ⁱ

23

DR ⁱ

83

Backlinks ⁱ

6.51M +32K

Recent 8.64M

Historical 21.1M

Referring domains ⁱ

42.7K

Recent 47.2K

Historical 85.3K

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Backlinks

Case Study #1: How Chris Got Backlinks From Popular Tech Blogs

Backlinko reader **Chris Laursen** had an ecommerce client that struggled with **link building**.

So Chris decided to try The Moving Man Method.

After implementing this strategy, the number of links pointing to his client's website shot up like a rocket:

Sure, it was great that Chris built so many backlinks...

But the TYPES of links that he was able to get (contextual links from highly-relevant sites in the electronics niche) is the real story here.

Specifically, Chris got links from...

A popular consumer electronics product site:

California based [EDGE design](#) gives [iPhone 4S](#) owners who don't want their phones to look like all the other iPhones out there, another way to customize them. Their Alfa case pairs an aluminum frame with a polymer band to create a unique look without compromising signal strength like some metal cases do. Let's take a closer look.

Note: Images can be clicked to view a larger size.



A popular Danish news website:

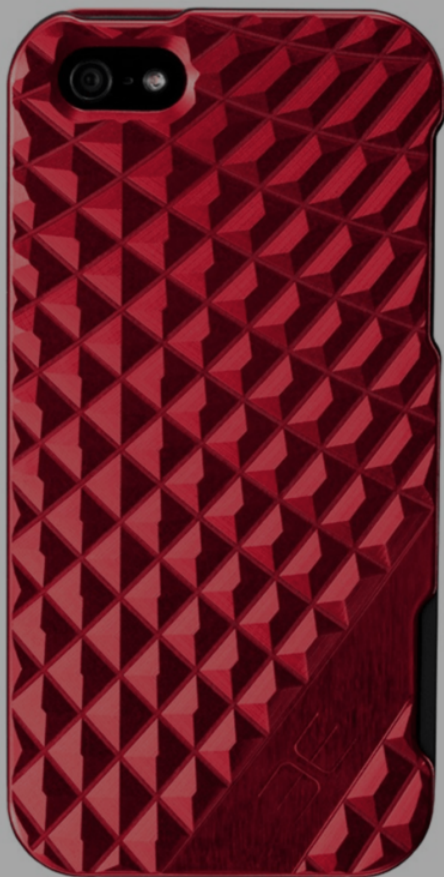
Edge Design er en dansk/amerikansk virksomhed der udvikler highend-tilbehør til iPhone 5.

Fornylig dukkede de første produkter op her i landet via Edge Designs danske distributør, www.justbuyit.com, hvor de danske forbrugere indtil videre kan købe produkterne.

Alle produkter er produceret i USA i kvalitetsmaterialer, som aluminium alloy, ultra suede og certificeret polymer, der typisk anvendes i racingindustrien og der er højt fokus på stilfaktor, brugervenlighed og design.

Udover design og brugervenlighed er der også:

And an editorial link from an online electronics magazine:



Et cover til smartphonen kan give den lidt personlighed men også sørge for at stød, sand og uundgeelige tab på gulvet ikke ender som ridser og andre skader på telefonen. Led efter et cover i god kvalitet. Dette fra EDGE design er ret unikt, fordi det er i herdt metal, men stadig rigtig nemt at sætte på telefonen. Firmaet bag er dansk/amerikansk og produktet leveres med livstidsgaranti. Coveret her findes i flere farver og koster 575 kr. hos Justbuyit.dk

Even better, several of these links point directly **to product and category pages**, like this one:

EDGE Design Ships Smartphone, Tablet Accessories

EDGE Design (<http://www.justbuyit.com/mobil-covers/edge/>) has shipped a second set of both the Aktiv and Alfa collections from its line of premium accessories for smartphones and tablet computers. The cases are inspired by Pininfarina, the Italian car design company, and its Modulo concept car from the 1970s.

The Aktiv Collection is all "about adrenaline and performance, and is made from aerospace-grade aluminum," says Jesper Wind, Co-Founder and CEO of EDGE Design. These cases are rugged though very lightweight with a strong polymer band that prevents the metal chassis from touching the device, and degrading the signal, he adds.

The Alfa Collection is crafted from high-strength aluminum with a chassis design that provides a measurable degree of shock-absorbing protection. Now available in eight colors, the Alfa cases are unlike any other on the market and will be the first EDGE Design iPad case later this month, Wind says.

Here's the exact step-by-step process that Chris used.

Step 1: Find Outdated, Moved or Expired Resources

Step #1 is finding resources that are out-of-date, expired or not working.

Because Chris was working with an ecommerce site, he zeroed in on companies **that had recently gone out of business.**

But no matter what you sell, there are businesses in your industry that have gone under...and have THOUSANDS of links pointing to their old site.

In many cases, the domain name actually expires. When that happens the entire site gets replaced with parked pages, like this:

apolloforex.com

This page is parked free, courtesy of GoDaddy.com

Search Ads



Domain Transfers
.COM, .NET, & .ORG just **\$7.99***
Includes FREE 1-Year Extension



SAY NO
to renewal increases!

Find a domain name now:

.com

[Advanced Search](#)



- ▶ 99.9% Guaranteed Uptime
- ▶ No Setup Fee or Annual Commitment
- ▶ Generous Storage & Bandwidth
- ▶ Free, Expert 24/7 Support
- ▶ And MUCH More!

Flexible plans as low as \$9.99/mo!

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GoDaddy.com is the world's No. 1 ICANN-accredited domain name registrar for .COM, .NET, .ORG, .INFO, .BIZ and .US domain extensions.
Source: RegistrarSTATS.com

*Restrictions apply. See website for details.

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Because pages on out of business websites are still *technically* working (they're not 404s), broken link checkers can't find them.

Although parked domains are harder to find than broken links, the advantage of using them is this:

They hook you up with link building opportunities **that your competition doesn't know about.**

So: how can you find these outdated resources?

Here's one strategy that works really well:

When an authoritative domain expires it's usually picked up by a big domain auction site like [GoDaddy Auctions](#), [NameJet](#) or even Flippa domain search.

These sites have picked up domains that had something going for them (either traffic, backlinks or both). And they organize them in one place to make them easy to sift through.

Chris noticed a parked domain in the same niche as his client (iPhone cases): [edge-design.com](#).

Edge Design *used* to sell customized iPhone cases...before they closed.

And it's a product that his ecommerce client sells.

Chris thought to himself:

“If we're linking to Edge Design's website, I bet other sites are too.”

And he was right.

Which brings us to step #2...

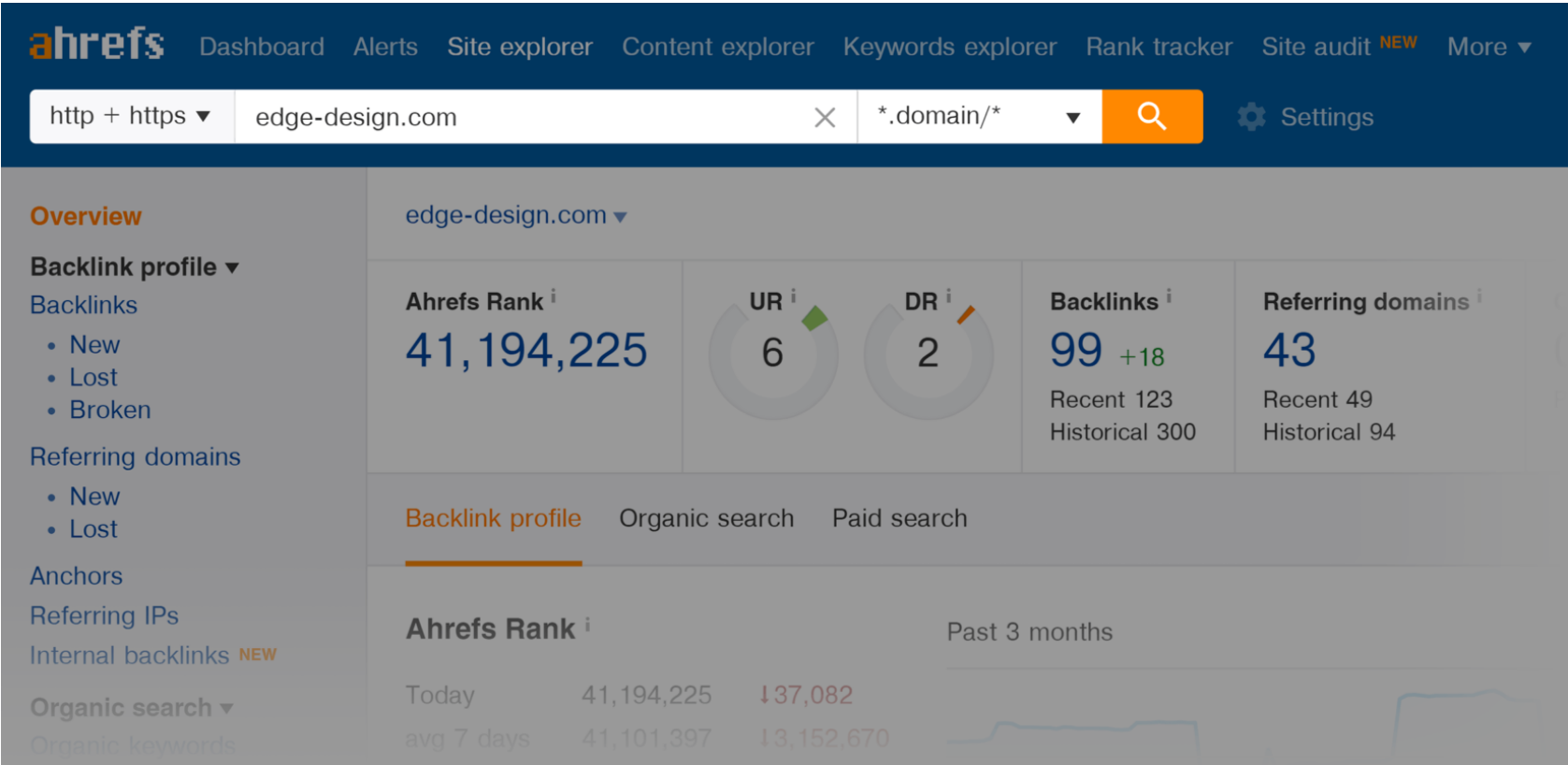
Step 2: Grab a List of Pages Pointing to the Outdated Resource

Once you've identified a popular-but-outdated resource, it's time to find sites that link to it.

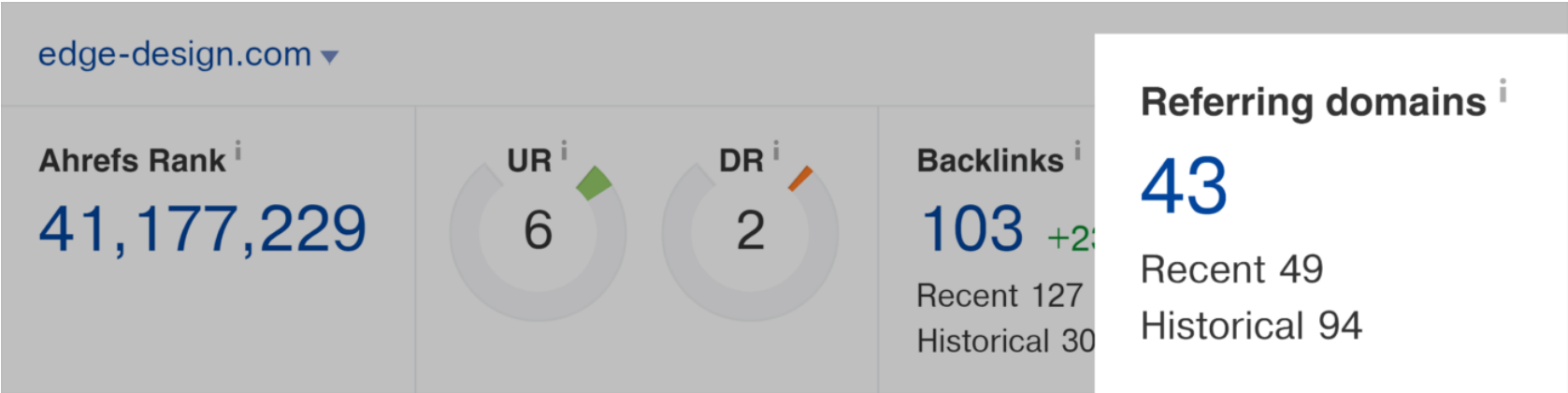
First, grab the URL of the dead resource.

If it's an individual page on a site (for example, a tool that's not working anymore or a service that a company no longer offers), enter the URL of *that specific page*.

If the entire site is down, you can use the homepage URL:



Glance at the number of referring domains. The more referring domains, the more link opportunities there are for you.



Finally, hit “backlinks” to see all of the pages linking to the outdated resource that you found:

And this leads us to the last step.

Step 3: Send Emails, Get Links

Now it's time to let people know about their outdated link.

Here's a word-for-word script you can use (this is an actual outreach email that Chris sent out):

On Wed, Feb 12, 2014 at 2:18 PM Christopher Hofman Laursen [\[redacted\]](#) wrote:

Hi [\[redacted\]](#)

In your nice review about EDGE Design at <http://the-gadgeteer.com/2012/08/05/edge-design-alfa-iphone-4s-case-review/> there is a broken link to Edge Design's website.

The covers are now sold at JustBuyIt (<http://www.justbuyit.com/mobil-covers/edge/aktiv/>)

As you can see, Chris didn't just tap the person on the shoulder and let them know about the outdated link. He also gave them a replacement.

It just so happens that the replacement is a page on his client's site 😊

And when you send out brief outreach emails and improve other people's sites email outreach tends to convert REALLY well:

To: Christopher Hofman Laursen [\[redacted\]](#)

I've updated the review with the new address.

Thank you,

<http://the-gadgeteer.com>

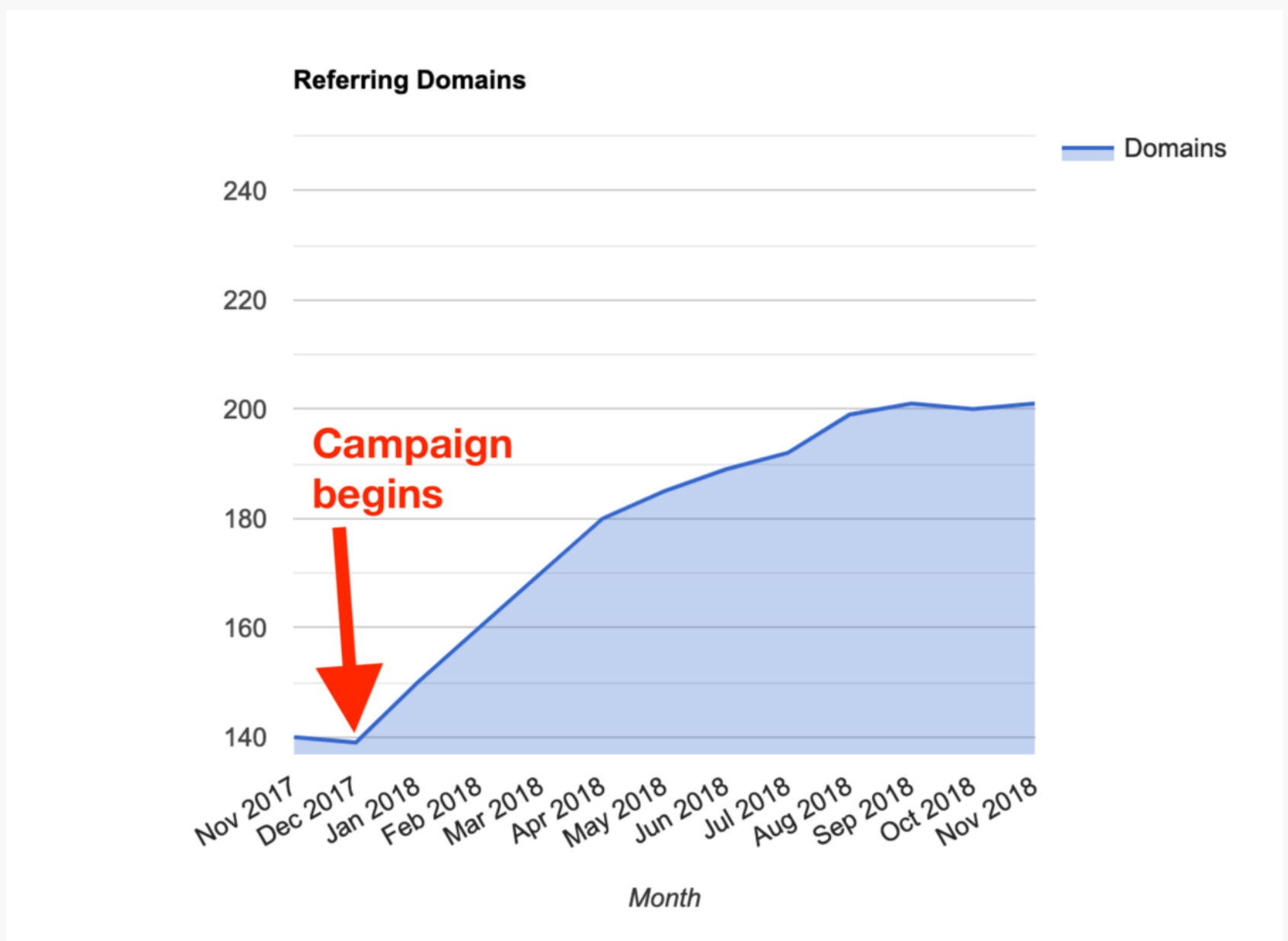
That's all there is to it.

Case Study #2: How Mike Built Links to His Wedding Ecommerce Sites

Mike Bonadio recently launched an ecommerce website in the wedding space.

And considering how competitive the wedding industry is, Mike knew that he needed to build links **fast**.

Here's the strategy that Mike used to get a HUGE influx of links.



One day Mike was poking around various wedding-related Facebook groups.

And he noticed groups put on events... events that featured products from wedding vendors.

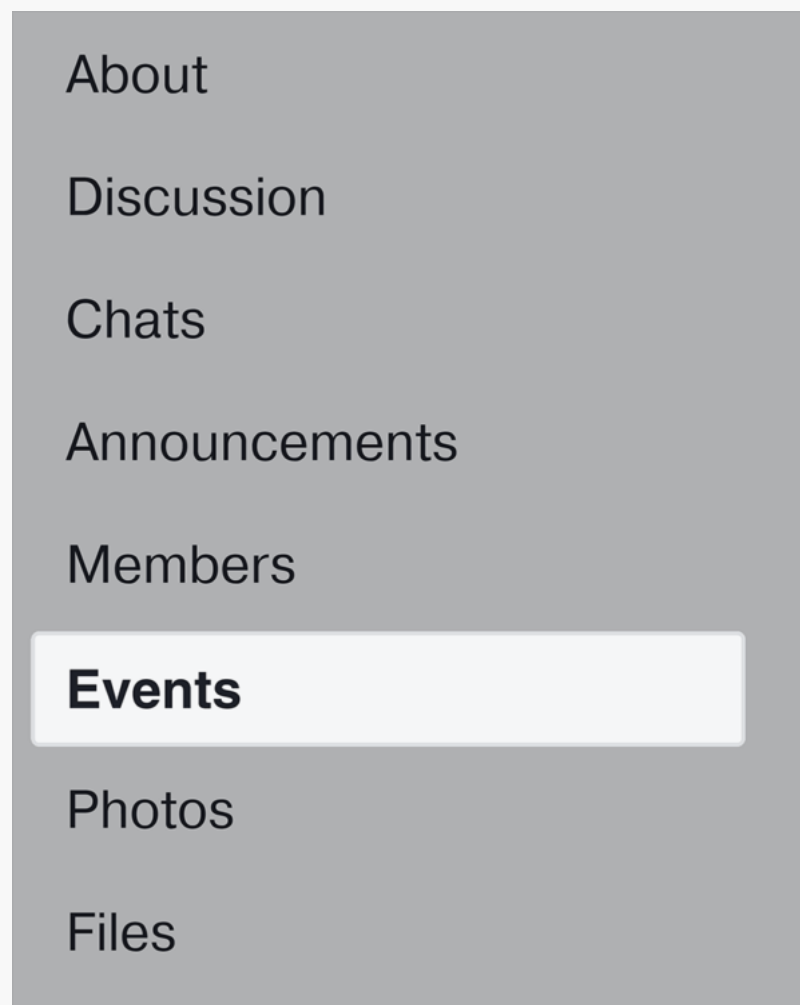
Mike realized that he could use these events to build links his groomsmen gift shop, [Groomsday](#).

And Mike was right! This simple strategy led to a bunch of great links.

Let's break down the strategy step-by-step:

Step 1: Find Groups in Your Industry That Put On Events

Join a few Facebook groups in your industry. Then check the “events” tab inside the group.



Step 2: Look For Events That Need Stuff

Look for upcoming events where your products might be a good fit.

Some events even say that they're **looking for vendors**.

Step 3: Reach Out to Event Organizers

Reach out to the people hosting the event. Ask if they would like to feature some of your products at the event.

Hi Amy, saw your shoot and would love to contribute groom accessories if you're interested. My site is <https://groomsday.com>. Let me know!

Definitely a great match for a lot of your products from what I see. 😊 You can mail items to this address.

You can ask up front if products that you send will get featured in the group or in press coverage. Otherwise, just send them free stuff and hope for the best.

Step 4: Ship Your Products

You can ask for unused items to be sent back. But it's easier to not have to deal with return shipping.

And your items are on the way!

Step 5: Stay In The Loop

Keep in touch with the event organizer about the event. Specifically, when they're writing a post about the event. Keep track of everything and watch out for your event or photoshoot to be featured. And make sure you're credited with a link when it goes live.

The Vintage Picnic Elopement shoot is getting published! 😊

Some events get published on super high DA sites with tons of authority. Here's one on a DA77 site:

Nice!

Step 6: Thank the Organizer

And offer to work together again on a future event.

The links from this campaign helped boost Mike's traffic during the wedding season **by 2272%** compared to the previous year:

LEGIT.

Now It's Time to Hear From You

I hope you got a ton of value from Ecommerce SEO: The Definitive guide.

And now I'd like to hear from you:

Which strategy from today's guide are you going to try first?

Are you going to use Title Tag Modifiers?

Or maybe you want to try The Moving Man Method.

Either way let me know by leaving a quick comment right now.

325 Comments



Felix

Great post as usual Brian!

REPLY

Brian Dean

Thanks Felix. Put a lot of work into this one so I appreciate the comment.

REPLY

Nick

I'd like to comment first and then read this post. Thanks Brian.

REPLY

Brian Dean

Whatever floats your boat.

REPLY

Adiel

Brian this is a fantastic post, thanks so much for sharing your knowledge. Best always.

REPLY

Brian Dean

You're welcome, Adiel. Glad you enjoyed it.

REPLY

Michael Bely

Hey Brian,

Good post with great tips and insights.

A couple of more tools-related suggestions to empower this strategy of link building for your readers with no or little cost:

- There is a free tool SEOSpyGlass that allows to find up to 1000 backlinks for a website, Alexa and many other metrics. Free version's main restriction is that it does not allow export the results, so you need to sort the results and open found links manually.
- Scrapebox is another super great tool to do a lot of stuff including finding backlinks and dropped domains. It is paid (it is one-time payment of i think \$57), but it's totally worth the investment if you are serious about link building and domain lurking.

- Also, pay attention to Xenu Sleuth that is free and allows to crawl website(s) and check their links, including outbound. If a link is a broken with “no such host exist” error, it is possible that the linked domain has expired and available.

Being creative with any tools can be build relatively easily without any content if following advice in Brian’s post.

REPLY

Brian Dean

Thanks Michael.

REPLY

Salman Baig

Really cool strategy! Backlinko readers are also genius like you Brian. Thumbs up.

REPLY

Brian Dean

Glad you liked it, Salman. That’s true: Backlinko readers rock!

REPLY

Brandon Pindulic

Brian,
as usual great post. I shared it on Growthhackers.com 😊

As for the outreach, does it matter what email address you send from? More specifically, is it better to send from a personal gmail or from your company's address?

REPLY

Brian Dean

Thanks for sharing, Brandon.

I prefer to send from my company's email.

REPLY

Christian

Great stuff as usual Brian!

Was considering making websites completely based on this method. When a website goes down offer almost the exact same thing and this'll give you a niice boost to start.

REPLY

Brian Dean

Thanks Christian. Nice!

REPLY

Mike Bonds

Great post as always Brian...top notch content here!

REPLY

Brian Dean

Appreciate it, Mike. Let me know if you have any questions.

REPLY

Scott Taft

Thanks for post Brian.

I love how actionable all your posts are. You have single handedly improved my SEO work. Thanks!

REPLY

Brian Dean

You're welcome, Scott. Keep up the awesome work.

REPLY

Hudson

Hey Brian,

As usual, stunning post. You should start a school.

REPLY

Brian Dean

Thanks Hudson.

REPLY

Ed Harris

Why? Why? Why did you do that? Why did you publish such a comprehensive guide that will undoubtedly help me, when it's 70 degrees outside here in the Midwest?

Now I'm glued to my computer thanks to all the great tips I want to try out!

Anyhow...I'm not sure how this can apply to the insurance business (I have been a broker for 33 years), but I'll try! Insurers just don't go out of business.

REPLY

Brian Dean

LOL! Thanks Ed.

REPLY

Mark Luckenbaugh

Awesome post Brian. Lots of effort and tons of value. Thanks

REPLY

Brian Dean

Cheers Mark.

REPLY

James Parker

As I notice you just talk about brand sites, how did I rank my site in a small niche ?

Thank you for this valuable topics, wish you the best 😊

REPLY

Brian Dean

To do well with SEO today you need to build a brand. You don't need to be the next Amazon...but you need to aim to be the best ecommerce site in your niche.

REPLY

Aamir

Awesome post, Thank You:)

REPLY

Brian Dean

You're welcome, Aamir.

REPLY

Philip

Fantastic strategy Brian! I thought about how to link build for ecommerce sites this week and here it comes 😊 Thanks!

REPLY

Brian Dean

You ask and I deliver, Philip. Let me know how it goes.

REPLY

Lenny Robbins

Great post Brian. I'm not a techie and therefore require really specific instructions on how to do stuff as you have done here.

Thanks.

REPLY

Brian Dean

Thank you Lenny.

REPLY

Ivan C

Insane guide Brian! This is as good as money in the bank. Me and my family certainly thank you for it. (^_^)

REPLY

Brian Dean

Thanks Ivan.

REPLY

iliass

Great post as usual Brian! thanks

REPLY

Brian Dean

You're welcome Iliass.

REPLY

Candace Chira

Absolutely brilliant! I don't recall how I found your site but your articles and tips are just phenomenal. I believe you are a genius!

REPLY

Brian Dean

Thanks Candace. I really appreciate that.

REPLY

Paul Back

Masterful 😊

REPLY

Brian Dean

Cheers Paul!

REPLY

Mikk

Brain, again.. Great stuff.

I'm going to try something huge. In the next 6 months, I'm going to try to get at least 500-600 (legit links) with the help of your blog posts and STW. Let's see how it turns out 😊

Cheers

REPLY

Brian Dean

AWESOME. Let me know how it goes.

REPLY

Andrei Constantin C

Brian,

I'm presently working for an e-commerce client and your article came spot-on! Building links to online shops was always a pain in the back side.

Nevertheless, looking forward for more great tips to building links to e-commerce/product pages.

Cheers,
Andrei

REPLY

Brian Dean

You're welcome, Andrei. Happy to help.

REPLY

Fernando

Great tips Brian. Thanks for sharing the detailed article.

REPLY

Brian Dean

My pleasure, Fernando.

REPLY

Ian Ainslie

SEO + Thinking Waaaay Outside The Box = Results

Great stuff and thanks for sharing!

Ian Ainslie

REPLY

Brian Dean

I can't disagree with that!

REPLY

Janet

This is a monster blog

Great work Brian 😊

REPLY

Brian Dean

Thank you, Janet. Glad you liked it.

REPLY

Gabby Gabriel

Hey Brian,

Thanks so much for this great post. I am new to SEO, and your post is so inspiring!

REPLY

Brian Dean

Happy to help, Gabby. And welcome to the wild world of SEO.

REPLY

Collin Davis

Can I say something Brian? You are a legend!

REPLY

Brian Dean

You can definitely say that 😊

REPLY

David

GOLDMINE!!!

Thx for sharing!

David

REPLY

Brian Dean

You're welcome, David. Let me know how it goes.

REPLY

Rafael

Cool article. Thank you very much Brian. Greetings from SPAIN

REPLY

Brian Dean

You're welcome, Rafael.

REPLY

Jens larsen

What an awesome piece of advice/guide. I will try to implement some of the things in my own SEO strategy.

REPLY

Brian Dean

Sounds good, Jens. Let me know how it goes.

REPLY

susan

An excellent post man! It is really helpful and I am planning to implementing it on my new project.

REPLY

Brian Dean

Sounds good, Susan. Keep me posted.

REPLY

Tim

As always another excellent and informative post from Mr. Dean.

REPLY

Brian Dean

Thanks Tim 😊

REPLY

John M.

Thanks for the great advice. I am addicted to your blog to help me learn more seo techniques. We invested a lot of money in seo years ago and it worked great till everything they did was blacklisted by Google. So now starting from scratch again and your blog is a great help.

REPLY

Brian Dean

Happy to hear that, John. Hope this helps turn things around for you.

REPLY

Hao

Hi Brian Dean,

Thank you for your good share. I also interest in the way you explain on your images: rectangular, arrows.

Could you please tell me which software help you do with those images?

Thank you.

REPLY

Brian Dean

Hao, I use a program called Greenshot.

REPLY

Josh

Hey,

I just wanted to say great post Brian, I've been following you for a few months and I really enjoy how thorough your posts are. I'm glad I found your site!

REPLY

Brian Dean

Thanks Josh. Happy to help.

REPLY

Marina

Hi Brian,

I really want to show my appreciation and respect for your unique intelligence (which you put towards all the great work you do) and for the help you provide. You really make it so clear and fully explanatory, even for a non-tech person. Many thanks!

REPLY

Brian Dean

You're welcome, Marina!

REPLY

Gokhan Tunc

Hi Brian,

You are one of those bloggers who I know I will learn a lot of things every time I receive an email from. I never delete your emails 😊

I love this definitive guide, thank you.

Is there any possibility for us to download this as pdf or ebook?

Cheers,
Gokhan

REPLY

Brian Dean

You're welcome, Gokhan. Yup, I'll probably offer this as a PDF in a week or so.

REPLY

Gokhan Tunc

Brilliant 😊 thanks Brian.

REPLY

David Attard

Brian, awesome post as always!

Three things:

1. Keyword difficulty – how do you make a judgement of what is something good to focus on in terms of difficulty, and one which is obviously out of league. Of course it does depend on the budget, but what can give you the most bang for your buck so to speak.
2. Search intent – this is key. If your customer is at the top of the sales funnel, I think it's somewhat useless to target those keywords for SEOing on your product pages.
3. Long form content – how do you go about writing long form content for shops with thousands of products without creating thin content?

REPLY

Brian Dean

Thanks David.

1. There's an art and a science in terms of difficulty. Impossible to get a raw number that will help you say "yes or or no".
2. 😊
3. Either not have so many indexed pages or write them. It's not easy but critical.

REPLY

David Farkas

Excellent post, Brian as always!

The one point I think may come across a bit oversimplified is the amount of time, energy, and skill that is needed for successful outreach.

I've been blessed with the opportunity to build thousands of quality links for my clients and can attest that 'quality content' is merely the very beginnings of a successful link building campaign.

Based on my experience outreach is undoubtedly the hardest part of link building.

Unfortunately, it's also the most important part and I can't begin to tell you how many prospective clients have come to me with a 'definitive guide' they've created with little to no links pointing to it even after months of trying outreach on their own.

REPLY

Brian Dean

Thanks David. Fair point: email outreach is no joke. A lot of people think it's easy...and then find out it took them 45 minutes to send a single email.

But as you said, it's an absolute must.

REPLY

Dimitar Margaritov

I am totally going to use this guide on a friend of mine's ecommerce store and see how that goes.

REPLY

Brian Dean

Sounds good, Dimitar. Keep me posted.

REPLY

Spyros

Hi Brian,

Such a detailed and up to the point guide!

Thanks,

Spyros

Keep up the brilliant work!

REPLY

Brian Dean

You're welcome, Spyros.

REPLY

Emanuele

Wow man, you really take content creation/content value on another level...
Very impressed!! You deserve all your success!

REPLY

Brian Dean

Thanks Emanuele. Yes I do 😊

REPLY

Yousef Zatari

Hi Brain,

Thanks for this amazing guide! I have a question about Site Architecture...
What should I do If the product pages should have classification in GEO-Targeted (Cities) & Categories?

I thought to redirect the visitors based on geo-targeted and do the rest as your guide... What do you think?

Thanks!

REPLY

Brian Dean

Yousef, that's a tough call. Sometimes in those circumstances you want to have unique pages for each city + category. Hard to say without seeing the site.

REPLY

Sajjad ul islam Azad

Very timely post. Thanks Brian. There are tons of people outsourcing their Ecom SEO work these days. I have read a few posts on that as i am interested to work as an SEO for ecom sites but there were most general posts. Not as useful as yours. Do you have any plan to write a post on doing Amazon store SEO?

REPLY

Brian Dean

You're welcome, Sajjad. Hmmmm, I may do something on that in the future.

REPLY

Joseph

Hi Brian,

Great Brian, This is so helpful and i will try to apply it as i cane on my project of launching a web hosting e-commerce site.

sure that this guide will be the most honest and useful like the keywords one.

Thank you very much and I hope you achieve great results doing this.

REPLY

Brian Dean

Thanks Joseph. If you apply these strategies you should start to see results.

REPLY

Scott Flear

Hi Brian,

I love it when my phone pings me a notification to say you've released a new post! Always great content and thank god someone has finally done a comprehensive e-commerce guide as ALL of my clients are in this field.

One question though, you mention building 1000 words on category pages.

To do this, would you do a drop down box to reveal all the text as 1000 words above the products in the category pages could put customers off or do you put the content below the products in the category?

At the moment I'm using a drop-down with "more info on (product category)" to show 1000 ish words on the category. I don't feel this is spammy as it's clear but I know Google can be annoyed by "hidden" content.

Category pages usually have 4-5 sub categories on the page so adding text above without hiding it can be annoying if that makes sense.

Thoughts?

REPLY

Brian Dean

Thanks Scott.

Great question. Obviously your #1 priority should be conversions. That said, as you suggested, you can add some content below the products. Dropdowns aren't spammy perse, but you're right...Google doesn't like them.

REPLY

Alison

What's the main difference between Ahrefs and SEMrush? I'm interested in researching competitors backlinks. Thanks!

REPLY

Brian Dean

Alison, both have keyword research and backlink analysis features. I use SEMRush for KW research and ahrefs for backlink analysis.

REPLY

Lars Skjoldby

Hi Brian

Fantastic work once again.

One question though: What are your thoughts about drop down mega menus regarding getting linkjuice to sub categories?

You know lots of ecommerce websites are using mega menus now and they often generate hundreds of links on each page to top categories and sub categories. And each top category and sub category get the same amount of internal links give or take.

Love to hear from you.

Regards,

Lars

REPLY

Brian Dean

I appreciate that, Lars.

That's not a bad approach for pure SEO. The issue is from a UX point of view. When you open those it's actually HARDER to find what you're looking for. So it's a balance.

REPLY

Zahid Sindhu

Thank you for yet another great post, Brian!

There is explosive ecommerce growth in Pakistan right now and most (read almost all!) are struggling with SEO!

Bookmarking and sharing with a few friends and clients! 😊

REPLY

Brian Dean

You're welcome, Zahid. Glad you enjoyed the guide.

REPLY

Amina

Hi Brian,

I wanna just thank you, for all information you share it with us, you're just ana amazing guy 😊 .

Therefore, I wonder to know if therse is a keyword genrator like Keyword Tool Dominator, for professional ecommerce website that sells machines and equipement for professional customers.

Thanks

REPLY

Brian Dean

Hi Amina, good question. That tool is tailored to Amazon. But if Amazon sells those products you can use it.

REPLY

Pur

Thank you very much Brian, this is what I'm looking for a long time!

When writing 1000+ words for product category page, where is the best place to put the article, below or above the product list?

REPLY

Brian Dean

You're welcome, Pur. It depends. But in general, I recommend putting some above and some below.

REPLY

Anshul Johri

This is incredible info Brian. I want to say many thanks to you for your work and effort. Going to circulate this with all my team mates and friends.

REPLY

Brian Dean

You're welcome, Anshul. Thanks for spreading the word.

REPLY

Hammad Afzal

Hi Brian,

Thanks a lot for amazing and superb SEO Stuff for eCommerce.

I have a question....

Can I rank for high competition keywords? As my client wants to rank for these keywords.

Cheers,

Hammad

REPLY

Brian Dean

You're welcome, Hammad. You can, but it takes time. I recommend starting with lower competition keywords first.

REPLY

Hafiz Rosila

As usual. You are the BEST Brian! Every email from you, I opened it right away, because I know I'll learn something GOLD in your post. I love EVERY single piece of your post!

REPLY

Brian Dean

Thanks Hafiz. I try 😊

REPLY

Logan Badger

Hey Thanks Brian Dean, My head is spinning right now, full of ideas to crush it on Amazon. That was almost like a course in itself. I will try this out and be back with more comments!

Thanks, I am pumped about this!

REPLY

Brian Dean

You're welcome, Logan. I'll keep an eye out for your update.

REPLY

Ashley Orndorff

Every time you release a new post, I always walk away with so much value. My mind may be spinning, but I've learned several new things, received step-by-step tips and tricks to try, and oftentimes, discovered a new spin on something I'm already doing to make it just that bit better. Thank you for what you do, and thank you for sharing what you learn with the rest of us!

REPLY

Brian Dean

You're welcome, Ashley. Let me know how the techniques in this guide work out for you.

REPLY

Brendan McCoy

Detailed article but well worth reading all the way through.
Thanks for putting it together Brian!

REPLY

Brian Dean

You're welcome, Brendan. Glad you enjoyed it.

REPLY

Alan Boyd

Hey Brian, having a design background, I appreciate that you made the task bar green on mobile. It's all about the details and it looks great.

REPLY

Brian Dean

Thanks Alan.

REPLY

Jiri

Awesome guide! Thank you for all the value, will be implementing a lot this week

REPLY

Brian Dean

Sounds good, Jiri

REPLY

Adam

Brian, thanks for another great piece. This is the first time I have ever heard anyone say to remove pages from your site because it might be hurting your SEO. Is it just the duplicate content issue? Is there another downside to having dead-weight pages there?

REPLY

Brian Dean

You're welcome, Adam. It's mostly for duplicate content. But in general, smaller sites tend to be easier to manage.

REPLY

Michael Akinlabi

Thanks for writing this comprehensive guide Brian. I just tweeted and shared it on LinkedIn.

REPLY

Brian Dean

You're welcome, Michael. And thanks for the Tweet and LinkedIn share!

REPLY

Marcio Santos

I am going to implement this for the online store for a small furniture store. Excited to see if we can get some good results.

REPLY

Brian Dean

Sounds good, Marcio. Let me know how it goes.

REPLY

Mike

Brian, Great info and as a writer I finally have a much better handle on what is really involved in SEO...both from my viewpoint and from the viewpoint of what clients might need help with. Not that I would be actually doing it.... Seriously, this was super helpful for overall understanding of SEO, how it affects marketing and how I might write for it.

REPLY

Brian Dean

Happy to help, Mike. SEO is a HUGE topic, but this guide gives you the most important parts (when it comes to ecommerce SEO).

REPLY

Luis Maia

You are the Boss! Thanks for this wonderful resource!

REPLY

Brian Dean

You're welcome, Luis. Glad you liked got so much value from this guide.

REPLY

Danny

Brian thanks so much for this guide! Absolute gold. I can't believe it's free!

REPLY

Brian Dean

You're welcome, Danny. Now it's time to implement everything 😊

REPLY

Paras Shah

Truly the most complete and in-depth guide to ecommerce SEO. And you provided all of the knowledge for free? Hats off! Thanks a lot Brian for this. Will be implementing it part by part.

REPLY

Brian Dean

You're welcome, Paras. I created this to be the most comprehensive guide to ecommerce SEO on the web. Looks like I nailed it!

REPLY

Craig Davidiuk

Finally a guide that is specifically for ecommerce! Everything out there is for software sales, not hard goods. I can't wait to try this stuff out!

REPLY

Brian Dean

That's exactly why I made this bad boy, Craig 😊

REPLY

Anand Jha

Amazing! This guide is perfect to start any eCommerce business. Thanks
Brian

REPLY

Brian Dean

You're welcome, Anand. That's true: this guide can get your new ecom
site off on the right foot for sure.

REPLY

Adz

Hi Brian thanks for the detailed report. Just one question.. Why do many
SEO's suggest to no-index categories. Wouldn't this harm seo? What's your
opinion?

REPLY

Brian Dean

You're welcome, Adz. SEOs recommend that? Maybe if you comment
with me an example post I can take a look.

REPLY

Sarah G

Hi Brian

Fab stuff! Something I'm struggling with at the moment is backlinks for a fashion/accessories ecommerce store. Due to the recent Google change the a lot of bloggers are now doing nofollows, so the classic technique of sending out products for review is going downhill. Any pearls of wisdom for lifestyle rather than functional brands?

REPLY

Brian Dean

Hey Sarah, thanks! I recommend checking out the end of this guide. Lots of techniques that don't involve reviews.

REPLY

Zakir Hosen

This is an awesome step by step guideline. i already point out few and waiting for implement on our ecom site. thank you #Brian

REPLY

Brian Dean

Sounds good, Zakir.

REPLY

James

I do not have ecom site, but rather products from Amazon affiliate program. Will there be any different if my products pages are filled with affiliate links from Amazon? How do you recommend on this?

Thanks

REPLY

Brian Dean

Hi James, many of the strategies will apply to your site. But in your case your product pages are reviews, right?

REPLY

James

Both. Meaning having review sites and also blog sites using your PP method to interlink to best selling product pages.

REPLY

Brian Dean

OK. For the review sites I'd focus on some of the other strategies from Backlinko. But for big ecommerce sites I'd use this. That said, all of the strategies from the blog apply to blogs, service sites and ecommerce sites.

REPLY

Matt

Solid stuff (as per bloody always) Brian! Perhaps a bit unrelated question 😊 but say you were starting fresh with backlinko today, how would you approach the 800-pound gorilla 'SEO' niche?

REPLY

Brian Dean

Thanks Matt. Ummm, I'd use the pretty much same strategy when I launched Backlinko. It worked really well.

REPLY

mazharoddin

Excellent post Brian, I have question, How to optimize product page with variants..is it's better to create different pages for each variant or crate one page and have different variants on same page...which is better from SEO and customers point of view.

REPLY

Brian Dean

Thank you. From an SEO point of view, I recommend canonical URLs. I have more info on that in this guide.

REPLY

Tony

Great post, loads of useful insight, and none of the self congratulatory BS that see on other sites. Nice one!

REPLY

Brian Dean

HA! Thanks Tony. I do have to give myself props for this one. But I left that out of the guide 😊

REPLY

yuvraj Wadhwani

Excellent guide as usual Brian. I have a question.

When you mention architecture, wouldn't the optimized architecture fail if pagination is counted in. If a product lies on 7th page, it would need a lot more than 3 clicks to reach the product page.

When I launched my website a couple months ago (link in my display name here)(coincidentally I sell cases as well, like your example), I spent a lot of time thinking about the architecture myself. I had to make sure that products were accessible via, categories and filters both while maintaining a flat architecture and keeping duplicate content issues at bay. (I still have some duplicate content for product descriptions).

What I did was a full flat architecture. My products don't link like

Home/category/product

or

Home/category/filter/product

I simply made all my url like

Home/product

and all my categories page urls as

Home/category

My category pages showcase all the products in that category but the url points to the flat url Home/product.

The advantage is that the product URL remains the same no matter how the customer lands on the page (search, filter, navigation etc).

What would you say to this strategy?

REPLY

Brian Dean

Yes that's right, Yuvraj. That's why I recommend having what you have or one more "layer", ie. home/category/product. Either work.

REPLY

Dean Davis

Over the past 9 years, I've read possibly every SEO/e-commerce guide that ever existed. Most of them were okay but all of them said the same thing in some form or another. That was until I read this! Wow! Just wow! Brian mate, you've knocked this out of the park!

REPLY

Brian Dean

Thanks Dean. I appreciate that. I tried to make this comprehensive without rehashing a lot of stuff that experts like you already know.

REPLY

Anthony Tourville

Great article as always, I really loved the part on structured data because it always seemed a lot more difficult than how you were able to portray it.

REPLY

Brian Dean

No worries, Anthony. Structured data can be confusing. But that Google tool makes it 100x easier to implement.

REPLY

Jeff Fagan

Great seo article for e-commerce sites. Well thought out and a lot of useful information.

REPLY

Brian Dean

Thanks Jeff.

REPLY

Alex Ramirez

I find this interesting Brian-You talk about commercial intent keywords, yet ALL of your posts have just informational keywords. Even inside ahrefs... What gives?...(The reason I put this here, is because this is your latest)

REPLY

Brian Dean

Lots of so-called “informational” keywords have serious commercial intent behind them.

REPLY

Burkhard Berger

This Guide is awesome! Brian, you are awesome! 😊

All your posts are very understandable and applicable. That motivates very much!

One question I have: The flat icons in your guides looking very good. For the creation do you use a platform or do you work together with a designer? Can you recommend a service?

Thank's a lot and best wishes!

Burkhard

REPLY

Brian Dean

Thanks Burkhard.

We have an in-house designer that helps us with guides.

REPLY

Anoop

Brian... This is a gem.

Really liked every word of this post. I think if implemented well, these techniques can help skyrocket the organic traffic to an eCommerce website. Thanks for sharing this..

REPLY

Brian Dean

You're welcome, Anoop.

REPLY

max

Hi Brian

Thanks for your useful content!

I've an ecommerce site running on PrestaShop and a lot of URL Parameters detected by google search console like "p", "id_product", "ajax" ,etc.

the question is "What should I do with them to have clean urls Google love without ranking loss?"

Thanks again.

REPLY

Brian Dean

Max, I'd 301 redirect them to cleaner URLs. But if you've never done that I recommend hiring an SEO pro to help.

REPLY

Adam

Quite detailed post, impressive as usual! Keep up the good work Brian, thumbs up! Thanks.

REPLY

Brian Dean

You're welcome, Adam. I tried to cover it all.

REPLY

Zach Grove

I like the point about finding the exact phrases and language your customers are using. If I had a physical product to sell, I'd be using my customers' exact words in my bulletpoints, product descriptions, and (of course) keyword research.

Great post as usual!

REPLY

Brian Dean

That's a good one, Zach. It still applies if you sell digital products or services. It's the cornerstone of great copywriting!

REPLY

Aaron

Excellent seo coaching. I already bookmarked and review your e-commerce strategies in several times. Bravo!

REPLY

Brian Dean

Sounds good, Aaron. Let me know how it goes.

REPLY

Brian

Hi Brian,

I have been reading your your post and down loading all your guides for a while trying to work up the nerve to give it a go.

I notice you have been using some really nice jump buttons on your site lately. I was wondering if you use a designer or is there a really easy tool out there for that?

REPLY

Brian Dean

You can totally do it Brian. Yes, I hire a designer to do custom things like jump links to specific chapters.

REPLY

Ryan

Great walk-through, as always.

I think this might even be helpful to sell clients on the value of SEO for ecommerce. Most are savvy enough to know SEO can help, but this shows the many, MANY ways organic campaigns can be expanded to produce massive results.

Thanks for sharing!

REPLY

Brian Dean

You're welcome, Ryan.

That's true: this will show clients SEO is worth investing in.

REPLY

Carmelo

Cool post, Brian.

Just wondering (with the skyscraper technique) how links to a guide on your site will help your product pages rank higher.

Do you recommend linking to the products from the guide?

REPLY

Brian Dean

Thanks Carmelo. Two ways: they boost your site's DA and via internal linking. So yes, you want to do that where it makes sense.

REPLY

Marius

Wow... One of the most amazing thing I've ever read. Nice job, Brian!

REPLY

Brian Dean

Thanks Marius. Glad you liked it.

REPLY

Daniel Jackson

Amazing guide Brian, this is exactly what I needed to serve my ecommerce clients in a better way. Loads of helpful information, I'm caught myself getting back to this guide at least 3 times this week while I was working on some of my SEO clients haha. Thanks for putting the amazing content out there!

REPLY

Brian Dean

NICE Daniel. That's exactly what I was aiming for when I created this guide.

REPLY

Parker Chuks

This is the most comprehensive guide I have ever come across that deal with all aspect of "setting up eCommerce" site. I will always consult this guide.

REPLY

Brian Dean

Sounds good, Parker.

REPLY

Sam

Awesome Brian,

I'm beginning to realize it's all about increasing your DA as much as possible then internally linking to your internal pages you want to rank, in particular from your homepage.

Sam

REPLY

Brian Dean

That definitely helps, Sam. It's always best to get links directly to the page you want to rank. But this approach is the next best thing.

REPLY

Vikash Sharma

Hi Brian,

I am so lucky to find out this guide at the right time. I have just started my eCommerce business and was not sure about the SEO part.

Thank you so much for sharing such an awesome and detailed guide with us. This is really very helpful.

REPLY

Brian Dean

Happy to help, Vikash. Good luck with the new ecommerce site.

REPLY

Kelly

Wow is all I can say. Great information! So much to take in. You answered a ton of my questions just in this one article. Thanks!

REPLY

Brian Dean

Thanks Kelly. My goal with this post was to create an "all in one" resource on ecommerce SEO. Glad to see that I did it!

REPLY

Kelly

You certainly did!!! 😊

REPLY

Bharath

Awesome. God how much time did you invest into writing this epic content. Brilliant. So I wanted to go ahead and print this out as a guide for reading. Is there a PDF version to it that I could print? I'm going to follow this to the last word along with FB marketing and see how things shape up.

REPLY

Brian Dean

It took a while, Bharath. At least 20 hours 😊

REPLY

Carlos Miguel

Hi Brian,

Your articles are awesome but I didn't finish this one yet (but don't worry I already bookmarked it.)

I've been a silent reader for over a year and it seems you are doing a lot of hard work in replying comments.

I get it, you're one of the legit SEO experts out there and (correct me if I'm wrong) I noticed that you don't have a scheduled day to post your work. On the other hand, SmartBlogger aka BoostBlogTraffic of Jon Morrow almost post his and guest bloggers work every week.

Is this your preference? Is having a scheduled blog post have some good SEO benefit?

*I read one of your articles before where you don't post for almost 3 months but still racking up those traffics. Blog promotion I guess?

REPLY

Brian Dean

Hey Carlos, there's more than one way to grow a blog. Jon's approach to a publishing schedule definitely works. So does mine.

REPLY

Victor G

Gold as usual Brian.

Was looking for a guide just like this, so a huge thank you!

REPLY

Brian Dean

Happy to help, Victor.

REPLY

Leonardo de Souza

That's the guide! I recommend and send inclusive for my clients.

REPLY

Brian Dean



REPLY

John

Nice piece of info – thanks!

I'll try to dig further into this right away.

Thanks, Brian.

REPLY

Brian Dean

You're welcome, John.

REPLY

Berit Jensen

Okay, that is very usefull information. I am a total newbie, but think ecommerce seo is something I can't live without, now that I have a webshop.

REPLY

Brian Dean

Thanks Berit. That's right: SEO is HUGE for ecommerce sites.

REPLY

Suzanne Dean

Thanks Brian for sharing this post. SEO has always been my nemesis. You have helped me so much.

REPLY

Brian Dean

You're welcome, Suzanne. You can do it!

REPLY

Kathy

Thanks Brian for this but one question that I tried to use the keyworddominator tool for amazon based keyword but the problem is not showing any data. Can you tell me why its not showing any data.

REPLY

Brian Dean

Not sure, Kathy. You'd have to ask them

REPLY

Shirsendu Das

Probably they are looking for any explicit keyword that is not available in Amazon !

REPLY

Randy Downs

Thanks for the Amazing Resource. Everything we could want for e-commerce SEO

REPLY

Brian Dean

You're welcome, Randy. Yup, it pretty much covers it all.

REPLY

Shaheer

This article answered lots of my questions related to e-commerce optimization.

Thanks a lot Brian!

REPLY

Brian Dean

No problem.

REPLY

Irina Weber

Hey Brian,

You did a big and excellent job! I need some time to digest all this post. Amazon and Google Keyword Planner is a nice tool to search for product-focused keywords. They are free and easy to use. But the negative side of them is that everybody gets the same results and use them for their marketing campaigns.

For keyword research, Semrush and SE Ranking (you surely need to check it out) are my must-have tools.

I've just bookmarked the post! I would love to view in the future something about untapped ways to promote ecommerce sites.

Thanks!

REPLY

Brian Dean

You're welcome, Irina.

REPLY

Peter Conley

Damn Brian. Knocked it out of the the park again. Question: on average, how much time do you spend per blog post for backlinko?

REPLY

Brian Dean

Thanks Peter. It depends. Usually 20+ hours.

REPLY

T.J

On a scale of 1 to 10 on quality and length of post, I would have to say you get a 100! It's clear you put a lot of effort into this post and it shows. What I like is that many guides offer good info on general seo, but it's true that Ecommerce SEO is..... a "different animal" altogether. I personally found the Site Architecture part very informative and although it's basic stuff, it's often overlooked. Some sites don't get it and forget about user friendliness. Thanks for the reminders and great infographics btw.

REPLY

Brian Dean

You're welcome, TJ.

You're 100% right: ecommerce is same same...but different (especially when it comes to site architecture). Glad you enjoyed the guide.

REPLY

Andy Hunt

Great work Brian! I wish I had this before launching our e-commerce brand here. Certainly makes a lot of the research and other legwork much easier.

REPLY

Brian Dean

Better late than never, Andy 😊

And I'm glad you enjoyed the guide.

REPLY

Klaus Nymand

Hi Brian, I really love reading your articles. Trying to take whatever suggestions you have and apply to our own website.

Thank you for great content!

REPLY

Brian Dean

You're welcome, Klaus

REPLY

Charl Vollmer

Hi Brian,

Great article as always.

I'll definitely use these pointers with the new E-commerce website i am working on.

Keep up the great work!

REPLY

Brian Dean

Sounds good, Charl. Let me know how it goes.

REPLY

Daniel

Amazing content Brian. It took some time to scroll it the bottom and if finally finished it 😊

I love how you did your keyword research and then sprinkle those keywords to the content page.

Any tips on how to create 1000 content page for your product? Is it gonna be sales page copywriting style or education?

Thanks

REPLY

Brian Dean

Thanks Daniel. It should definitely be more of sales page copy. But education is part of that. So it's a combo.

REPLY

Jenny

Hi Brian. Thanks for this post. I need to start working on this. I have never for once give it a trial. Ecommerce site building and SEO for it has been the most challenging thing for me in blogging. Though, its because and yet to concentrate more on it. Am sure you have enough resources on this site to guide me through. Thanks again

REPLY

Brian Dean

Hi Jenny, you're welcome. Glad to hear that my content is helping.

REPLY

Jake Keenum

You set the bar high for content creation. Thanks Brian!

REPLY

Brian Dean

Hi Jake, you're welcome. These guides aren't easy to put together for sure. But the content bar is MUCH higher than ever before. So it's a must to stand out.

REPLY

Tom Nguyen

Brian, this was a long and informative blog post. Thanks for taking the time to provide this content. I'll be sure to share the content and use some of your techniques myself. How long did it take for you to write this? Blog posts with about 1000 words take me 4 hours or more to write. I'm guessing that you spent a few days on this? Interested to find out.

REPLY

Brian Dean

Hi Tom, guides like this take about 20-30 hours. It depends a lot on the topic.

REPLY

Matthew Kong

A fantastic guide with brilliant stats that shows online stores the value of great SEO and the opportunity it brings.

REPLY

Brian Dean

Thanks Matthew. I appreciate that.

REPLY

Carl Heyns

Thanks for this valuable article, Brian. Wow! You really have taken your time to share all this information with us. I actually saved the webpage locally so I can read it again in greater depth 😊

REPLY

Brian Dean

Hi Carl, you're welcome. Glad you liked it.

REPLY

Elvina Goves

Hi Brian,

Thanks for coming up with this detailed and informative post! Loved it!

REPLY

Brian Dean

Hi Elvina, you're welcome. Let me know if you have any suggestions for other guides or blog posts that you want me to write about.

REPLY

Bill Martin

Wow, this is by far one of the best and detailed guides on Ecommerce SEO I found to far. It must have taken you a lot of time to write this post and I really appreciate your efforts. Thank you so much!

REPLY

Brian Dean

Hey Bill, thank you. You're right: this guide took A LOT of work to put together.

REPLY

John Zabkowicz

An unbelievable amount of knowledge all within one article. Thank you so much for putting this together. At this point I've only made it through Chapter One but the information provided there should be able to help anyone doing keyword research.

Something that I have run into with past clients is using terms & phrases that suit the business' marketing department and not necessarily the terms used by customers. Then they wonder why their organic search is struggling.

Thanks again! I have to get back to reading now.

REPLY

Brian Dean

Hey John, thank you. And I know exactly what you mean there. Lots of marketing departments only market to themselves!

REPLY

Jason Mills

Great in depth article here Brian, I will personally be using some of the e-commerce methods a great deal – I will let you know how it goes. Thanks again.

REPLY

Brian Dean

You're welcome, Jason.

REPLY

Justin Bye

Hey Brian,

This is a quite a comprehensive guide, one thing I want to add is when people think of search engines, most of the time they conjure up the usual suspects i.e., (Google, Bing, Yahoo!). I try to remind my eCommerce clients that sites like shopping comparison engines, and even social media networks are also search engines.

Another thing is so many times I come across these websites and they have focused on such a singular and direct approach to building links, when in reality it is in the end all about relevance – a potential customer doesn't want to start searching for best office chairs and be bombarded with La-Z-boys!

REPLY

Brian Dean

Well said, Justin!

REPLY

Dragos

Hi Brian,

Do you use any custom plugin for your table of contents or it is something custom made?

Thank you

REPLY

Brian Dean

Hi Dragos, it's custom made.

REPLY

Ryan

Brian, I love how actionable your posts are and how they're always updated. We just started a new ecommerce venture and will be following this one closely. Thanks again.

REPLY

Brian Dean

Hey Ryan, thank you. Hope this helps with the new site.

REPLY

Christopher Rismay

I was watching a video from Chase Reiner and he said to look at this post. He said that we should deindex unpopular pages. The way my site is structured i think my content pages get all the traffic and then i try and push to commerce from those pages. Is this something you think i should do? I really know my rankings should be higher compared to many people especially in the local side but content vs commerce is maybe 50-3000 pages.

REPLY

Brian Dean

Hey Christopher, it's really hard for me to say without taking a close look at your site.

REPLY

Bryan Robinson

Brian, this was a great follow-up to the Ecommerce SEO video you launched on Youtube a few months ago. I appreciated the specific example on that video about the Tactical site and the success your friend had with the long blog post of top shooters. This Guide is very definitive and I appreciate all your work on this piece!

REPLY

Brian Dean

Glad you liked it, Bryan

REPLY

Serena

Hello Brian, I never know that we can get keywords from Wikipedia and from Amazon. I must say you give tips to find keywords from anywhere. I like the way you explain everything with proper statistics and images. Thanks for such amazing post.

REPLY

Brian Dean

Hi Serena, you're welcome.

REPLY

Caileen K

Hi Brian,

Been following you for quite some time and I just switched over to a role doing ecommerce. This guide, as usual, was a treasure trove full of ecommerce-specific tactics.

Additionally, you write so clearly that the steps are insanely easy to follow. A true master!
Thank you!

REPLY

Brian Dean

You're welcome, Caileen

REPLY

Mann

Great post Brian.

I wonder if you have a printed version (book) for this guide. If yes, how can I buy one?

Thanks

REPLY

Brian Dean

Thanks Mann. We should have a PDF version ready soon.

REPLY

Rob

Hey Brian,

If I have two different products with the same description (but, of course, with only the product's name changed in the description), how can I use are canonical or non index tag?

I want both pages to be visited, because they are two different products with different prices, although the store owner opted for a generic description.

What can I do to keep this from damaging the store ranking?

REPLY

Brian Dean

Hey Rob, that's a tough one to answer without seeing the pages and how they're structured.

REPLY

Luboš Horák

Hi Brian,

as everybody else, I want to thank you for your work. It is really helpful to me. Right now, I am in a position when I am trying to nail SEO for an e-shop of the company I have recently started working for. With my basic to mediocre past knowledge and practice in SEO, your articles and guides really help me to keep my head above water.

After reading your article, I was wondering about one thing though. Our e-shop is offering many different types of advertising items. That means A LOT of products. Usually the page goes with brief text (less than 200 words) on the top, followed by rows of products to choose from.

I would like to expand on those texts, fill in some useful tips, etc. However, that means that I am pushing displayed products downwards. From heatmap analysis I learned that lower something goes under average fold, fewer people scroll there.

I wonder if you ever encountered this to be a problem and what would you suggest.

Many thanks and keep the bar high.

REPLY

Brian Dean

Hi Lubos, you're welcome. It's a balance for sure. You want to create something that's SEO-friendly and make sure your pages still convert.

REPLY

Khris Steven

I've been an avid reader/follower of Backlinko for more than 2 years, but haven't gone through this guide (didn't see a need to).

But I a got new client who wants to rank her new e-commerce site, then I quickly remembered that you have one article that talks about it.

Thank you for being here for us Brian.

REPLY

Brian Dean

You're welcome, Khris

REPLY

Josh Vaughn

Another super valuable post Brian! Question about permalink structure:

You have the recommendation for category and subcategory names in URLs without a space:

<https://example.com/kitchenappliances/slowcookers>

Will Google still pick up on this as a keyword in the URL as a ranking factor? Why no hyphens? Thanks man

REPLY

Brian Dean

Hey Josh, in most cases you can go without a hyphen (Google is smart enough to figure that out).

REPLY

Darshana R

This is actually something I was looking for. You're always ready and producing content as the industry is changing and reshaping. Thanks for all the valuable info, once again Brian!

REPLY

Brian Dean

Hi Darshana, you're welcome. And thanks for your kind words.

REPLY

Davis Baer

Amazing as usual Brian!

REPLY

Brian Dean

Thank you, Davis.

REPLY

Angela P. Schapiro

Thank you Brian. I hadn't seen your previous Guide. This is such valuable information. Thank you so much for sharing your wisdom.

REPLY

Brian Dean

Hi Angela, thank you. I thought it was time for a major update. Plus, like you said, lots of people hadn't seen the guide yet.

REPLY

Koen Duindam

I have allot of ideas for new keyword research because of this post thank you so much! Allot of great juicy content again Brian! This is really valuable and will give me plenty of inspiration for next optimalization steps. I use WordPress – Woocommerce – Yoast plugin.

I also use Ahrefs for keyword research but this gives very different search volumes vs Google Keyword planner. Which one do you think is more accurate?

Kind greetings,

Koen

REPLY

Brian Dean

Thanks Koen. Happy to have helped you out there.

To answer your question: I go with the GKP because the data comes straight from Google.

REPLY

Alex

Damn son...

Also, which page builder are you using to create these pages?

REPLY

Brian Dean

Hi Alex, our guides are all custom designed and coded.

REPLY

Nibin

Awesome post Brian. Informative & at the same time interesting with all those case studies included. Really appreciate it 😊

REPLY

Akhil Arya

Great Guide as always Brian
Looking forward to a complete guide on “Local SEO”

REPLY

Brian Dean

Thanks Akhil. Great suggestion!

REPLY

Nils Harder

Great tips, great tools, well done!

REPLY

Brian Dean

Thanks Nils

REPLY

Sunny Agarwal

Hello,

I am not with you on structure data part you explained here because the way of using data highlighter is deprecated and not possible with this generation CMS & frameworks where it is impossible to make changes at core html level.

Instead, I would just giving tips to add markup with GTM. Moz has explained that very well and I do same for my all clients as I am full time freelancer and markup expert 😊

Thanks

Sunny

REPLY

Brian Dean

Thanks Sunny. I'll look into that.

REPLY

Guerric

Incredible update of your E-commerce SEO guide, Brian. Well done!

Any more advice on product category pages?

I've been trying for years to increase the ranking of a couple of pages and I keep struggling to get above 30 in spite of having better content than any of the competitors who rank 1-10 on the keywords I target.

REPLY

Brian Dean

Thanks Guerric. Category pages are tough because it's hard to create content that's 100x better than your competition. So I'd focus on link building.

REPLY

Guerric

Thanks for the advice, Brian.

REPLY

Richard Groover

Great tips Brian. Thanks for sharing the detailed article.

REPLY

Brian Dean

You're welcome, Richard.

REPLY

Ivan

This is pure gold Brian, a ton of value!

Thanks

REPLY

Brian Dean

Hey Ivan, you're welcome. Hope you learned some new strategies that you can try out.

REPLY

Arash Ghaemi

Great post as always!

I lead the Ecommerce SEO department at my work and will definitely reference this as we launch new product pages for clients.

REPLY

Brian Dean

Thanks Arash. Oh nice! Let me know how it goes.

REPLY

Shahzadi Ambreen

This guide is really awesome as usual. keep up doing the great work. Looking forward to get more material in the same domain.

REPLY

Brian Dean



REPLY

Joan White

Thanks for the email letting me know about this update. Coincidentally I am just starting SEO for my 1st site as I write this 😊

REPLY

Brian Dean

Oh nice! Hope this helps with the new site.

REPLY

Bartje Meijer

Hi Brian, in your article you write about domains of closed businesses. Instead of asking backlinking websites to change their links to your site, you can think about a less labour intensive approach and try to buy that lost domain and use a 301 redirect to have all backlinks pointed to the pages of your site. How do you think about this?

REPLY

Brian Dean

That can definitely work. The only issue is that it can look black hat if you buy and redirect a bunch of expired domains to your site.

REPLY

Mark

It is very slow loading... but maybe because you send it out to the newsletter all at one time?? But as always very in depth and useful.

REPLY

Brian Dean

Thanks Mark. It's also a massive page with lots of images.

REPLY

Maricor

Shared this to my peers! Awesome resource. Can't thank you enough for all the guides you've put out. Backlinko has been a marketing bible for me. Keep it up! Looking forward to more case studies on ecommerce sites specifically on link building strategies.

REPLY

Brian Dean

Hey Maricor, thanks for sharing!

REPLY

Alan Wareham

Hi Brian,

just a huge big thank you!

This is an amazing resource. It's like what has been said already in a few earlier comments, this is high quality information and not just old info put together and rehashed.

One of the main problems I have found is that there are so many sites that offer conflicting information and a lot of time and effort can be wasted reading through and checking what they say is actually correct.

With this guide, you get the feeling that none of your time is wasted reading any part of it and it's all relevant and straight to the point.

Thank you!

REPLY

Brian Dean

Hi Alan, you're welcome. I 100% agree. To me, there's a ton of value putting everything there is to know about a topic in one place. Hence guides like this one.

REPLY

Bushra

Hi Brian, A very helpful post, as usual, thanks for sharing with us.

REPLY

Brian Dean

Happy to help.

REPLY

Yuvraj Pratap

Brian! Content is queen and you are the King!
-Your super fan since 2014!

REPLY

Brian Dean

Thanks Yuvraj. I appreciate your support.

REPLY

Jure

Hey Brian,
thanks for another amazing post. I do have a question though, it does not directly relate to ecommerce, but a classifieds website which has many adverts and these mostly does not include much content. I tend to keep them online after expired (or marked as sold), so they are still in the index and my page can be found via keywords, which I wouldn't have otherwise, but the "Thin content" part of this guide got me wondering.. would it be better to delete them and lose these keywords in favor of boosting other pages?
Thanks.

REPLY

Brian Dean

Hey Jure, that's a tough one. I say, since they're temporary, I'd consider keeping them.

REPLY

Sorin

This should be a bible for every store owner that wants real and consistent organic traffic. Great read and very informative as always!

Keep it up Brian!

Must say that this article and your “17 Ways to Get More YouTube Subscribers (2019)” are my favorite articles this year. 😊

REPLY

Brian Dean

Thanks Sorin. Glad you liked that one. YouTube is fun to write about.

REPLY

Asha

Very informative blog.

REPLY

Brian Dean

Thanks Asha

REPLY

paul

Brian I'll tell you what's happened with our site, given that we have done more or less everything you described above.

Not a whole lot worked to improve traffic until we started writing skyscrapers. We focused mainly on big guides to certain types of products

or rooms in the home etc, how to select and choose between, the benefits and uses of certain types of items, etc. We build internal links to these pages and linked back to relevant categories and products, and across to related articles.

What happened after each skyscraper was published, was within a few days Google would suddenly boost topically related keywords into a much better ranking position, elsewhere on the site, e.g. to collection pages. Words we weren't even in the top 100 for suddenly had some placement (usually in the page 2..4 of google). And also over time the number of backlinks skyrocketed organically without a whole lot of outreach effort.

Traffic has significantly increased to these skyscraper pages, and there has been minor increase to collection/product pages. The trouble is, and this is the major issue for ecommerce... typically the folks landing on the skyscrapers are not turning into buyers. In spite having numerous jumping off points, links to categories, etc. For sure we are getting overall site authority, relevancy, link juice increases etc to important pages but it's not really turning into increased sales.

This is the struggle we've encountered before. Google likes big quality pages, but big quality pages tend not to be shopping pages. We've considered trying to create a hybrid that somehow combines skyscraper-like content with integrated shopping, but we haven't nailed it yet. A kind of flow of information/education plus product browsing. This seems in some way to be the holy grail for ecommerce because somehow we have to move folks further along the sales funnel.

Any suggestions/recommendations on this? Is it the type of content? Does it need to be more link-bait type of social content? I'd really love to see an in-depth guide from you about what KIND of content actually works for e-commerce in terms of increasing sales, because we're finding that the skyscrapers alone are not doing it. Yes they've helped, but 90% of the improvement is "locked into" those pages. How can we attract more traffic that actually increases sales?

REPLY

Brian Dean

Hey Paul, glad to hear that The Skyscraper Technique has helped you out. The short answer is to use a process from SEO That Works called “Authority Sculpting”. It’s a strategy specifically designed to help ecommerce and product category pages rank better.

REPLY

Ashley

E-commerce link building is genius. Can’t wait to try it! Thanks Brian!

REPLY

Brian Dean

Hi Ashley, you’re welcome. Let me know how it goes.

REPLY

Patrick

I was going to sleep tonight. But now I’ve got some drugs to read. Can’t wait to read this

REPLY

Brian Dean

LOL! It’ll be here tomorrow.

REPLY

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